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25274  
Keith's Super

# MASTODON

Bears in 90 Days After Plants are Set

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FEB 26 1929 ★

U. S. Department of Agriculture



**MASTODON**  
18 Berries per Quart

**KEITH**

**BROS. NURSERY**



B. H. Keith  
"BUD"

Sawyer, Michigan



B. W. Keith  
"BERT"

Worlds Largest Growers of Mastodon Strawberries

You will always have plenty Big,  
Beautiful Berries when you set Keith's  
Super-Mastodon Everbearers.



## Handfuls of Big Berries

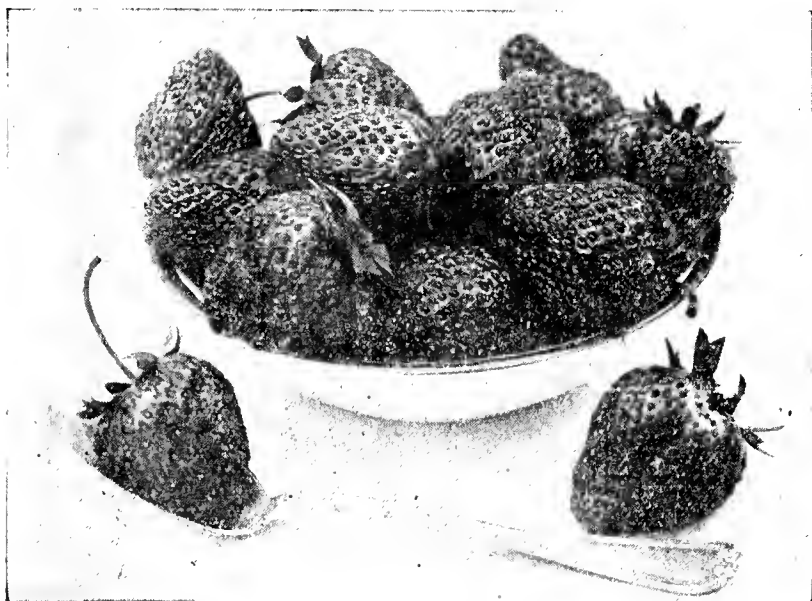
### Just as Juicy and Sweet as They're Big

#### Now You Can Have Everbearing Strawberries

##### JUST THINK OF IT—

Handfuls of big, sweet berries right in your own garden,—right where you can pick and eat the great big fellows every time you step into your garden.

Handfuls, yes, dishfuls of them for your breakfasts, dinners, and and suppers all Summer and Fall, and next Springs, too.



DISH OF DELICIOUS SUPER-MASTODON BERRIES

#### Sure! Everybody Likes Keith's Super-Mastodon

Just bite into a big, juicy Mastodon and you will say: "Aren't they fine," while the red deliciously strawberry-flavored juice will drip off your chin, (if you are not careful).

One berry is "A mouthful—and then some."

They are so big that,—

- 18 Berries fill a quart box
- 5 Berries (end to end) measure 8 inches
- 3 Berries weigh 2 ounces
- 1 Berry measures 5 inches around

—and everyone finds them just as toothsome as they are big. Super-Mastodon's big, beautiful berries are a real surprise for all.

Mrs. E. Jones of Norristown, Pa., wrote us "They are wonderful, so sweet and delicious and very large."

And down in Ohio, Mr. Cecil Pemberton states "Mastodon are big, luscious fellows and all you claim for them."

And up at St. Cloud, Wis., Mr. Fred Driefurst find them "Sure fine and large and admired by everybody."

This same delicious flavor and size is experienced by thousands.

#### Here's a Treat For You

These big, juicy, delicious berries right from your own garden three times a day all Summer, Fall and Spring. Every day you will find them more appetizing and better flavored than any strawberry you can buy. There is no fruit more delicious than Keith's big, glossy, red Super-Mastodon.

Here is a treat for you, easily possible and almost costless. For the cost of a few berries you buy every Spring, you can have fresh ripe berries, and lots of them all Summer and Fall, also the following Spring, when you set Keith's Super Mastodon plants.

**DELICIOUS MASTODON BERRIES ALL SUMMER, FALL AND SPRING**



**Now You Can Have**  
**Shortcake—Spring,**  
**Summer and**  
**Fall**



until freezing winter weather. This picture was taken on Nov. 11 (Armistice Day).

Our annual Armistice Day Shortcake. Mastodon makes it possible. (Some folks thought we ought to have stemmed those berries before they were placed on the shortcake. We sure did before we ate the shortcake).

**Now You Can Have 'em**  
**Like Mother Use to Make**

Shortcakes, with oodles of sweet, ripe strawberries all dripping with the richest, red strawberry juice, are yours. You don't have to eat those skimpy "Hotel" kind of shortcakes when you grow a few of Keith's Super-Mastodon plants,—you can then have REAL ones,

**Like Mother Used to Make**

There's nothing like those Strawberry cakes,  
 The kind your Mother use to make,  
 From luscious berries, rich and red,  
 Freshly picked from her strawberry bed.

Shortcakes like those can be had today,  
 Luscious, sweet in the same old way,  
 Strawberry rich with Mastodon red,  
 Every day, too, from your strawberry bed.

There's nothing to match a good shortcake,  
 The kind delicious Mastodon make,  
 With richest juice, wonderfully sweet,  
 For Mastodon berries can't be beat.

And a dish of these beautiful, big, bright berries, with cream all over the top, will get your eye and appetite for breakfast, dinner or supper every time—and you can have a dish FULL too.

You can also make wonderful Preserves, Jellies, or Jams from Mastodon. They retain their form, flavor and color so well after cooking. Mastodon berries are the kind used at the Keith home. Mrs. Keith finds them the best all 'round berry for home use. So do thousands of other housewives who have used them.

**Just Think of It!**  
**ALL FOR YOU!**

Shortcake or the fresh strawberries, as you prefer, all Spring, Summer and Fall instead of only two or three weeks in the Spring. Our customers from East to West are enjoying this treat, because they set a few of Keith's Super-Mastodon plants in their gardens and in 90 days the treat begins. Don't miss this enjoyable treat any longer. Keith's Super-Mastodon plants will bring it right to you.

**Folks! Meet**  
**Mr. Fred Petty**  
**from WLS—**

He "knows his Berries" even though the top of his head is gone in this picture. Here's what he writes us:

"Gentlemen: — Those Mastodon berries which Mrs. Petty and I brought home were most delicious. After keeping most of them in our ice box for two days, Mrs. Petty made them into the finest shortcake anyone could wish. I am sure that there is no better all 'round berry than the Mastodon."

FRED L. PETTY,  
 Dinner Bell Program  
 Radio Sta. WLS Chicago  
 (See picture at right)



FRED L. PETTY, of WLS, Chicago  
 Testing out Super-Mastodon. He is going to do some talking for us over WLS beginning the first week in January

**MASTODON WAY — A JUICY RED SHORTCAKE EVERY DAY**



Set Keith's Super-Mastodon Plants in the Spring.

## Pick Big Delicious Berries in 90 Days

Keith's Super-Mastodon plants will bear a wonderful crop of berries for you all the first Summer and Fall, also the Spring, Summer, and Fall and for another year or so. The pictures at the right give you an idea of how they bear. They have broken all records by producing at the rate of 576 quarts per acre per day. As high as 100 berries can be found on one plant at a time.



Pick Big Crops of Berries all Fall, until freezing weather, even after snow falls.

Nothing stops Keith's Super-Mastodon except freezing winter weather.



## SPRING CROP

Picking the Spring crop of Mastodon berries, 5,300 qts. from  $\frac{1}{2}$  of an acre. The same vines bear all the 2nd summer and Fall.

## When They Bear

Note the pictures above. Plants set in the spring begin to ripen their berries in July (90 to 100 days after plants are set). Plenty of ripe berries can be had from that time until freezing, winter weather. See 3rd picture. This is November with us here in Southwestern Michigan. Where the winters are mild such as in Southern California, Super-Mastodon bears all winter. Nothing stops them except cold, freezing weather.

Then winter comes on and the plants lie dormant until next Spring, when these same plants that fruited so heavily all the Summer and Fall before will produce their second crop (See Calendar). This Spring crop will be as large, and the berries as big, as crops from any of the common strawberries and comes on early with Premier or Dunlap. Thus the Keith's Super Mastodon bears two crops of berries in the same time you get only one from common strawberries.

After the Spring crop has been harvested, the plants will take a 4 to 6-weeks' rest and then begin to send out blossoms for a third crop, beginning in August and lasting until winter weather. This makes three crops of berries in 18 months after you set the plants, and you will be picking berries 10 months out of those 18.

The same planting will produce paying crops the third Spring, Summer and Fall if given proper care. We had a Mastodon row in our garden which was planted in the Spring of 1925. It produces good yields that Summer and Fall, also the Spring, Summer and Fall of 1926 and in Spring of 1927.

KEITH'S  
SUPER-

# Mastodon Bears in Nothing Stops 'em

## HOW THEY BEAR

The calendar below gives you a picture of when Keith's Super-Mastodon plants bear their crops of big berries. The red months on the calendar show the months when you can have ripe Mastodon berries,—10 months out of 18.

Also bear a large crop of big berries the next Spring, Summer and Fall. They are good for three years or more from one planting.

Set your plants  
in the Spring,

Cultivate and  
care for them  
as you would  
any strawberry  
and they will  
bear berries for  
you in 90 days  
(in July).

Begin to pick  
your first ber-  
ries here,

and  
pick  
until  
freezing  
winter.



[ORDER BLANK]

--- FOR ---

# KEITH'S EXTRA SPECIAL SUPER-MASTODON PLANTS

(Read other side of this sheet)

Fill in the following and send to us at once.

KEITH BROS. NURSERY,

Sawyer, Michigan

Gentlemen:—Please send me.....of your Extra Special Super-Mastodon plants for which I enclose \$.....for the plants and.....for postage. (See page 23 for postage rate if you wish plants sent by parcel post.)

Send them by ☐ Parcel Post about .....  
☐ Express ..... (Give date here)  
(Check which way)

Name .....

Street..... R.F.D.....

Town..... State.....

Tear Here

# EXTRA SPECIAL

## *Super-Mastodon Plants*



On page 23 in this catalogue, we tell you something about our Extra Special Super-Mastodon plants. Don't let this confuse you. These plants are those "best of the best" that we come across in the process of cleaning and trimming our plants in the packing department.

Among our vigorous, special-grown plants there are always some that stand out ahead of others. Just like in a herd of fancy registered cattle, there is always one or two best, or in a flock of thoroughbred chickens there is always a hen or two that's best, and in a bunch of beautiful roses there is always one or two more fragrant than the others.

And so with our fine stock of Super-Mastodon, there are some that are "best," Extra Specials, which we can save out. We offer them at only 50c per hundred above the prices given in the Price List at the bottom of page 23 in this catalogue.

If you wish any of these Extra Special Super-Mastodon plants, better order as far as possible ahead of shipping date; in other words, order early, thus giving us ample time to make the selection. Order Blank on other side of this sheet for Extra Special Super-Mastodon Plants only.

(Over)



# 90 Days After Planting Except Freezing Weather



Picking Keith's Mastodon in August

## Two Crops Instead of One

Why bother with the common strawberries and get only one crop a year and you have to wait a whole year for it. With Keith's Super-Mastodon plants you get two crops in the same time, as follows:

One the first Summer and Fall and another in the Spring at common strawberry-time. Two crops instead of one. And one planting will give you berries every Summer, Fall and Spring for at least three years.



Mr. C. C. Butler,—Alanson, Mich.

**STRAWBERRIES IN 60 DAYS**  
"I went out this evening and picked enough berries for supper and they have only been planted 60 days."

R. M. LUTZ,  
Ferndale, Mich.

### LOTS OF BERRIES

To the left you see Mr. Butler in his Mastodon patch. Just note the size of the plants; also the leads of berries. Mr. Butler says:—

"Dear Sirs:—Everyone says they never saw such plants as the Mastodon. Lots of berries but a little bug began to eat them before they got ripe."

C. C. BUTLER,  
Alanson, Mich.

1928 FEBRUARY 1928

1928 MARCH 1928

1928 APRIL 1928

1928 MAY 1928

1928 JUNE 1928

1928 JULY 1928

1928 AUGUST 1928

1928 SEPTEMBER 1928

1928 OCTOBER 1928

1928 NOVEMBER 1928

2<sup>nd</sup> Crop

Plants Rest Here

3<sup>rd</sup> Crop

Same plants bear big crop in Spring.

Plants get ready for 3<sup>rd</sup> crop here.

Bear again here and continues until freezing weather.

The same plants will also bear the next Spring, Summer and Fall and so on for another year or so.



Mr. W. J. Dornan,—W. Alexander, Pa.  
"Mastodon is THE berry."

## How Long Do Keith's Super-Mastodon Last?

Hundreds ask this question. They want to know how long a Mastodon planting will last and produce berries. A planting of Keith's Super-Mastodon, with average care, will last at least three years; that is, bear three Summers and Falls and three Springs. The only thing that stops them is freezing weather; that is, they bear all through the growing season every year after they get started (See Calendar and notations on pages 4 and 5).



W. P. Stout,—Champlin, Wis.  
"Mastodon beat five other varieties."

## Keith's Super-Mastodon plants produce everywhere

There can be no doubt as to the productivity of Keith's Super-Mastodon plants, because they have shown their ability to produce large crops of berries wherever common strawberries can be grown. For instance:

**IN THE WEST:—**  
"From the 300 Mastodon plants set in April, I picked 350 boxes of fine berries; also picked about the same the second Summer and Fall up to November."  
R. R. PEMBER,  
Anaheim, Calif.

**IN THE EAST:—**  
"The Mastodon is the most promising everbearer I've seen."  
PROF. O. C. ROBERTS,  
Amherst, Mass.

**DOWN SOUTH:—**  
"Picked a quart of berries off 1,000 Mastodon plants in 30 days after I set the plants."  
L. S. GAULDEN,  
West Palm Beach, Fla.

**UP NORTH:—**  
"Your Mastodon have made a wonderful hit around here. Everybody is surprised at the big, nice sweet berries."  
T. A. BROWN,  
Piquet, Minn.

These, with others given on this page and elsewhere in the book, are only a few of the testimonials we have received on Super-Mastodon. If you are wanting to get in touch with some in your section who is growing Super-Mastodon, let us hear from you at once. We'd be only too glad to send you references.

# Don't Wait a Year for *Extra Money*

## PUT YOUR EXTRA LOT OR GARDEN SPACE TO WORK

That extra lot of your garden which always grows up to weeds,—that small strip of land alongside the corn field or potato patch will bring you extra money, and big money too, when you set it to Keith's Super-Mastodon. You don't have to wait a whole year to get returns. They begin to bear in 90 days.

Down in Kentucky, Mr. W. B. Pritchett set out 1000 of Keith's Super-Mastodon plants in April, and before Aug. 15 he had sold enough berries from them to pay for the plants and the heaviest yields were yet to come. Mr. Burlew in south central Michigan (see picture at top of page) set 1000 plants in the spring, sold over 400 quarts the first summer and equally as large a crop the next Spring.

Keith's Super-Mastodon plants sure bear heavy and will make you quick money, many times more than you can make with farm crops.



This Small Patch of Keith's Mastodon Brought Over \$100



A Small Strip of Land to One Side of Your Field Set to Super-Mastodon Will Bring You More Money Than You Can Get from an Acre of Potatoes, Wheat or Corn

## \$100 FROM SMALL BED

Mr. Burlew and family shown in the above picture from Concord, Mich., have grown Keith's Super-Mastodon plants going on two years and found them very profitable. Two years ago this Spring, Mr. Burlew purchased 1,000 of our Super-Mastodon plants and during the first Summer and Fall sold over 400 quarts of berries at 25c per qt. The next Spring he sold 569 quarts of berries. And these two crops were harvested in the same time that he could get only one crop from common strawberries. The Summer crop brought him at the rate of \$1,100 per acre and the Spring crop \$1251.80. Mr. Burlew writes us, "My Mastodon patch has been the attraction and wonder of the surrounding country. You know what the 1000 plants did for me last Summer (sold \$100 worth). This Spring we marketed \$113.80. They are the only kind to have for profit. They have proved a wonder."—J. M. Burlew.



Mrs. J. M. Wissert,—Indiana

### \$60 FROM BED 33x55 FT.

"Imagine a \$60 crop from a piece of ground 33x55 ft. Keith's Mastodon is a very nice berry to can, excellent color and flavor."

L. C. PARRISH,  
Mt. Clemens, Mich.

### BERRIES IN 90 DAYS

"Dear Sirs: Mastodon doing well. Had berries 90 days after planting, largest I ever saw. Plants still (Oct. 7) loaded with berries."

F. C. KUEHEN,  
Monica, Wis.

### \$20 FROM SMALL BED

"Dear Sirs: — People are surprised to see fruit so large and beautiful this time of year (Oct. 12). Sold \$20 worth of berries in Sept. Thanks to the Mastodon."

W. B. JONES,  
Waynesboro, Pa.

## Extra Money <sup>For</sup> The Housewife OTHERS HAVE IT

More and easier money can be made from a small bed of Keith's Super-Mastodon plants than can be realized from chickens, vegetables, or anything else you might undertake.

For instance, Mr. Parrish (see testimonial above) there at Mt. Clemens, Mich., who had a small bed 33x55 ft. from which he sold over \$60 in berries, besides he had all the berries his family wanted. Then there is Mr. Burlew who set out 1,000 Keith's Super-Mastodon plants and sold over \$100 in berries the first Summer and Fall and \$113.80 the next Spring from the same bed.

## Your Golden Opportunity

There are thousands of housewives who are looking for an opportunity to make a little extra money to buy extra things for themselves or their homes. A bed of Keith's Super-Mastodon plants will afford you this opportunity.

The big Mastodon berries are easily and readily sold to your neighbors, tourists, groceries or on fruit markets. Do like Mr. and Mrs. Moss near Casnovia, Mich. They have a stand in front of their home and sell all the Mastodon berries they grow, besides getting rid of all their other fruits, potatoes, etc. They never have to go to market, the market comes to them. Mastodon's big, beautiful berries always sell.

## Fathers and Mothers

Give your boys and girls a chance to make money. Boys and girls, not large enough to help in grain farming, can do as much as a man in caring for and picking Mastodon. Don't overlook this fact. With a small bed of Keith's Super-Mastodon plants, a boy will surprise you with the amount of cash he can make during the Summer months. They can make more and quicker money with our Super-Mastodon than anything they can undertake. Give them a chance to do something worth while. We're in for helping all we can. Write us.



Mastodon Always Sell Fast — They Are So Big and Delicious





Many Shortcakes from This Mastodon Bed  
—Mrs. Emil Erickson, Kankakee, Ill.

It takes just a few Keith's Super-Mastodon plants to supply the family with lots of berries. 200 plants, set this Spring, will keep you in big, fresh berries all this coming Summer and Fall, also next Spring, Summer and Fall, and for another year or so.

One planting will last two or more years, and supply you with plenty berries all Spring, Summer and Fall. Surely, you will avail yourself of this wonderful opportunity to have lots of fresh strawberries all during the Summer and Fall and Spring for two years. This is something new and unusual with strawberries. Keith's Super Mastodon will do it, and the plants need no special soil or care,—just plant and grow them like any strawberry.

Never before was there such a strawberry as the KEITH'S SUPER-MASTODON.

#### BERRIES SINCE AUG. 1st

(Top Picture)

"Dear Sirs:—Set my Mastodon list of May and began to pick berries Aug. 1st, and have had berries continually since, and the plants have lots of blossoms and green berries on them yet. One plant had 50 berries and some blossoms at one time."

MR. AND MRS. EMIL ERICKSON,  
Kankakee, Ill.



Mrs. Alice Farmsworth

#### BEST OF ALL

"My Maston berries have been just wonderful. If I could set but one berry it would be Mastodon. Took 1st Prize at Fair last year."

MRS. ALICE FARMSWORTH,  
Collins Center, N. Y.

#### 300 SUPPLIED FAMILY OF EIGHT

"Gents:—Set Mastodon plants in May, picked first berries in August. The 300 plants supplied our family of eight and we sold a lot besides. Had our last berries on Nov. 6th."

J. B. KURTZ,  
Smithville, Ohio.



MR. W. R. MOSS

"These two rows of Super-Mastodon supplied us with all the berries we could use and we had berries to sell besides."

W. R. MOSS,  
Sawyer,  
Mich.

## Now You Can Have Fresh Berries for Your Table All Summer

### Berries in 90 Days

You don't have to wait a whole year for berries when you set Keith's Super-Mastodon plants. In 90 days after you set them in your garden they will begin to produce their big berries and keep it up until freezing Fall weather. They will also bear a good crop the next Spring, Summer, and Fall, and for another year or so.

Why bother with the common kinds of strawberries when you can grow Mastodon just as easy and have plenty berries all the time during the growing season—Spring, Summer, and Fall. You will always have berries with Keith's Super-Mastodon.

## Big Dishes of Big Berries

### Three Times a Day

There are thousands of homes enjoying Mastodon berries all during the growing season. You can have them on your table three times a day. What a treat it is to have fresh berries any time you want them and what a convenience it is to the housewife. No trouble to plan the dessert part of your meal when you have 200 of Keith's Super-Mastodon plants growing in your garden.



A Dish of Delicious Super-Mastodon for You Three Times a Day

# Keith's Super-Mastodon • a Great Commercial Success

## Holds World's Record—\$216 per Acre per Day on September 14th

### 2 Crops Instead of 1 Berries in 90 Days



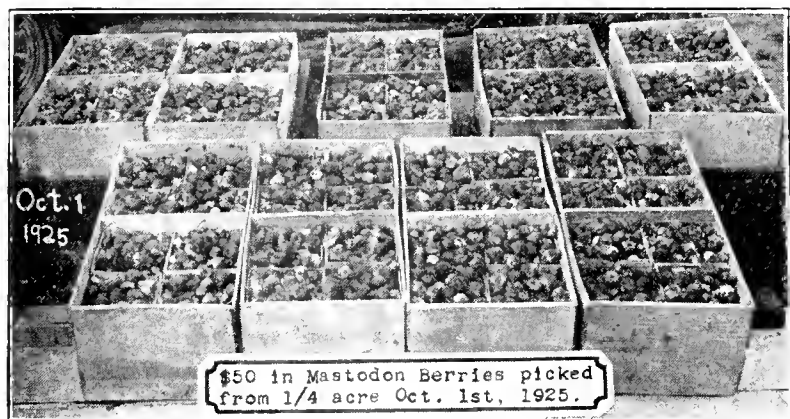
PICKING KEITH'S SUPER-MASTODON BERRIES  
IN SEPTEMBER

576 quarts per acre per day, selling for \$216. Grow Super-Mastodon if you want to make money.



PICKING KEITH'S SUPER-MASTODON BERRIES  
FIRST OF NOVEMBER

Only freezing Fall weather stops Super-Mastodon. The later your Fall weather the longer you can pick.



\$50 FROM 1/4-ACRE PER DAY

The picture above shows one day's yield of big Mastodon berries from 1/4 of an acre of Keith's plants. These nine crates (144 qts.) were sold for \$50 at our Roadside Market. Just note how large the berries are. You will have no trouble selling all the Mastodon you can grow at a fancy price, and they are as easily grown as any strawberry.

## What Growers Have Always Wanted

Strawberry growers, gardeners, in fact everybody, has been wishing for an everbearing strawberry which would produce profitable crops of large, well-flavored berries, which would hold their size to the end of the season, and a berry which would grow as well under commercial culture as in gardens. Now comes Keith's Super-Mastodon which places the growing of everbearing strawberries on a profitable scale.

### Revolutionizes the Strawberry Business

With Keith's Super-Mastodon plants its possible for you to have ripe strawberries to sell on the market, not only in the Spring, but also all Summer and Fall—90 days after you set the plants. Why be content with the one-crop varieties when you can grow Mastodon and have berries to sell all Summer and Fall and Spring too, all from one planting? And the Summer and Fall berries are the ones that bring the money.

## \$216 per Acre per Day in Summer

Keith's Super-Mastodon is certainly the best money-maker in the strawberry time today. We know of no other berry bringing \$216.00 per acre in one day's picking. For instance,—during one day's picking (Sept. 14th), we harvested at the rate of 36 crates (576 qts.) per acre which sold for \$216.00. This was just one day's picking.

We have fruited our Mastodon for five years and have fruited it on a larger commercial scale than any other concern, and find it to be the best money-maker in the strawberry world.

Not only have we made good money from our Mastodon during the Summer and Fall, but we have found it to produce a wonderful paying crop in the Spring from the same vines that fruited all Summer. Read the following:

## \$956.70 per Acre in the Spring

Here is what Keith's Super-Mastodon can do for you as a Spring berry after fruiting all the previous Summer and Fall. It did it for us.

From 2/3 of an acre that fruited heavily all the Summer and Fall before (1926), we picked and sold to buyers 5,300 quarts, bringing us \$639.00. This yield ran above yields of any of the common Spring varieties fruited in this great berry section. This goes to show that Mastodon is a good profitable Spring variety, enabling you to get two crops of fine berries in the same time you have been getting but one with common strawberries. (Read page 4 "When They Bear").

## Here Is what Some of Our Customers Report

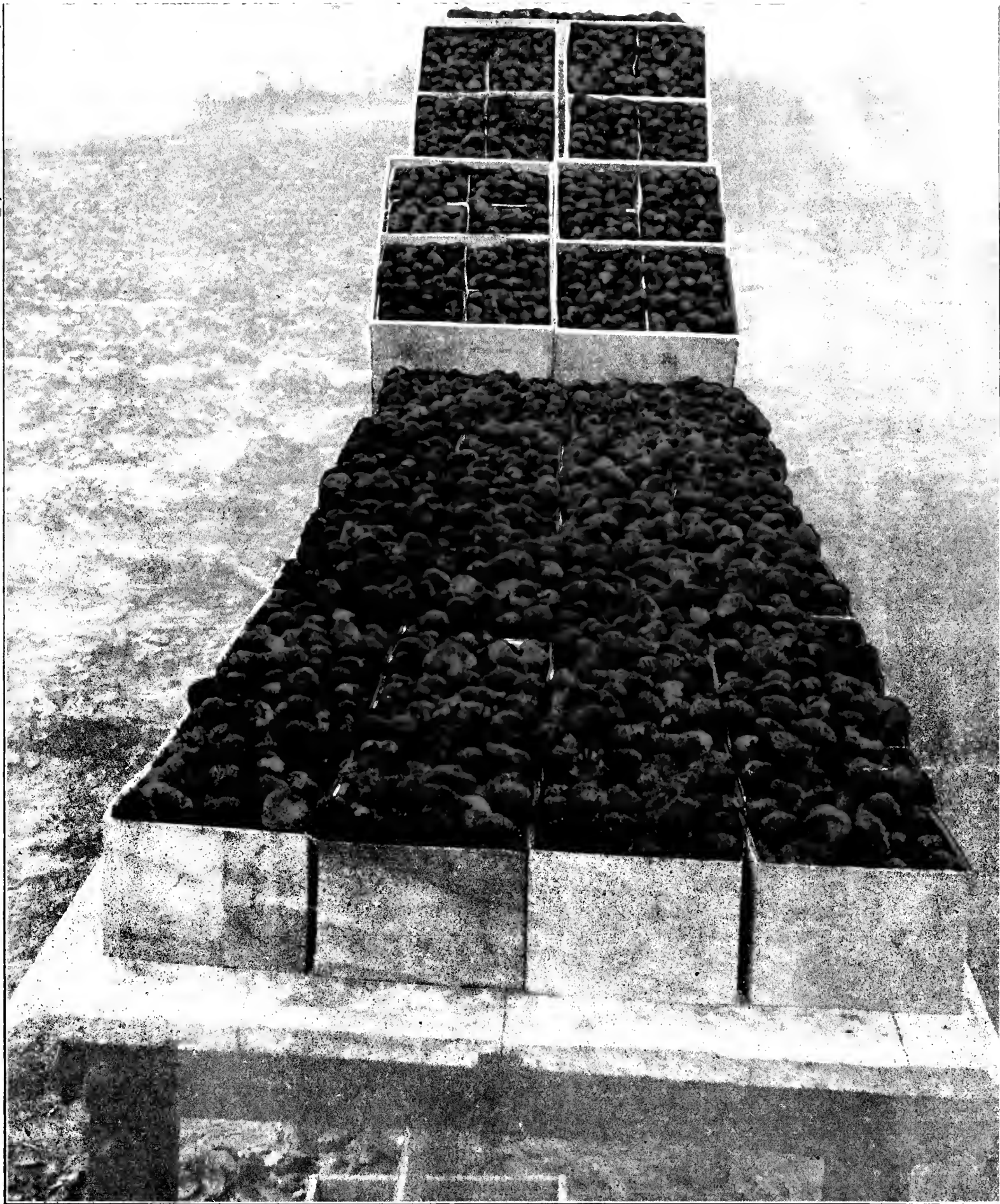
### \$2,238 per Acre

Mr. J. Burlew of Concord, Mich., set out 1,000 Mastodon plants in the Spring of 1927 and during that Summer and Fall sold over \$100 in berries (\$1,100 per acre). The next Spring he sold \$113.80 in berries (\$1,138 per acre). An acre of Mastodon would have brought him \$2,238 in less than a year.

### \$1,440 per Acre

Then Mr. L. Parrish at Mt. Clemens, Mich., harvested at the rate of \$1,440 per acre. He finds Keith's Super-Mastodon to be a money-maker.





## Keith's Super-Mastodon—*The Berry for Commercial Purposes*

THESE are not apples, just a few of our Mastodon berries we picked on Nov. 1st. On that date we picked 1024 quarts of fine large berries, like those shown above, from 3 acres,—a small part of the field shown in the background. You can make more money from an acre of Keith's Super-Mastodon plants than can be made from 40 acres of corn, wheat, or other farm crops.

**\$6.00 for 16-qt. Crate**

Our Chicago Commission Merchant wrote us—

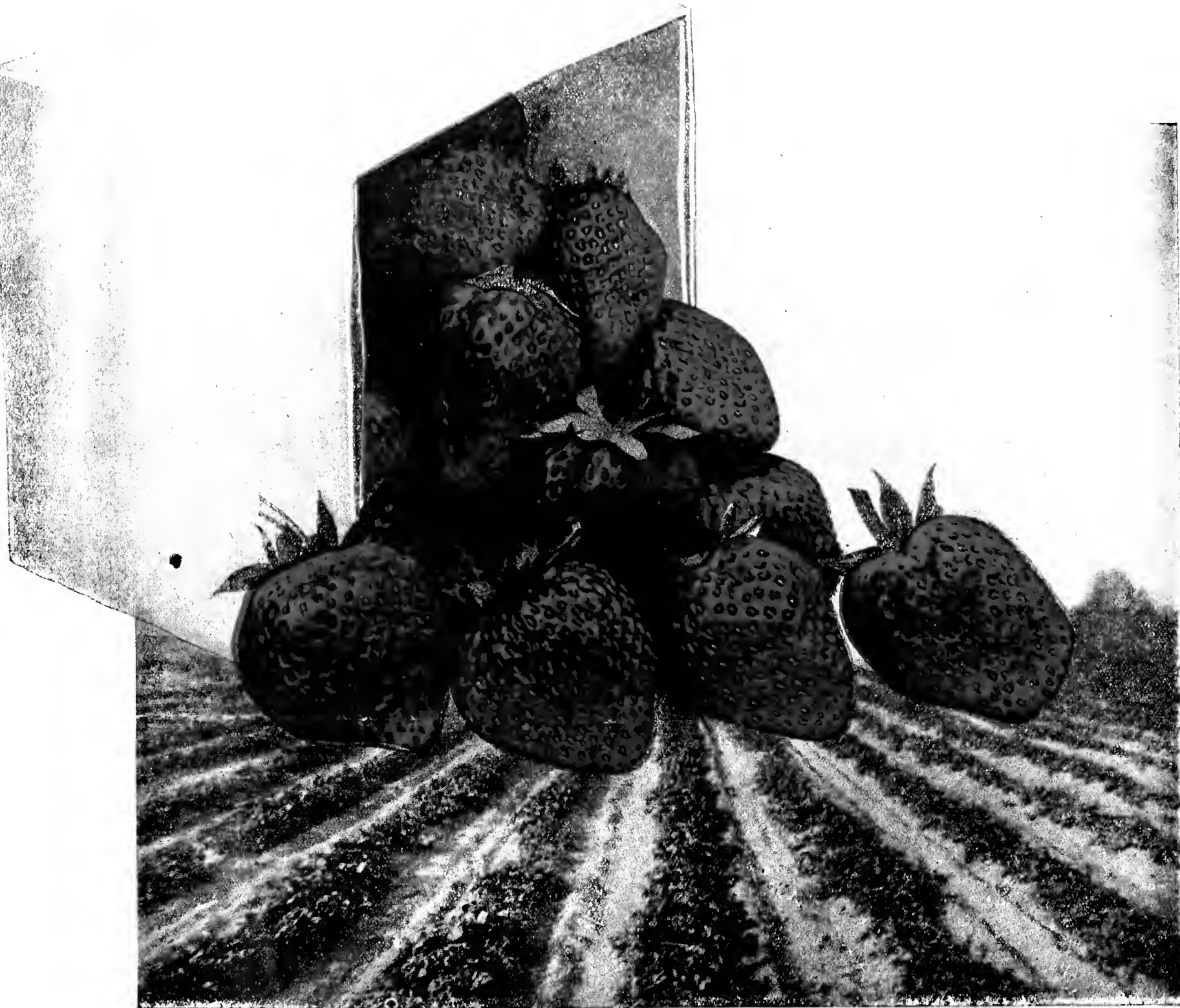
"Gentlemen:—Never handled any everbearers with so much satisfaction. Mastodon bringing a good price, \$6.00 per crate (16 qts.)."

**30 Pints Bring \$6.00**

One of our western customers wrote us Oct. 20th—

"Gents:—We are now getting \$6 a crate (30 pints) for Mastodon and expect to get \$15 later on."





**Keith's Super Mastodon Mean--Acres of Big, Delicious Berries all Summer, Fall, Spring**  
**Now You Can Grow Everbearers Like These!**  
*And Have Them in 90 Days After You Set the Plants. No Special Soil or Care Is Necessary.*

**A**NY soil (except muck) which grows good crops of potatoes, beans, corn, oats or garden crops will grow Keith's Super-Mastodon. They do not require an "awfully rich" soil, as some people suppose. They do better on just a common soil with medium fertility. And they should be cared for just like any strawberry. They are very hardy and will stand more dry, hot, cold or wet weather than any other variety and then come on, when favorable weather overtakes them, and develops their large crops of big berries. The blossoms are perfect; that is, they do not have to have blossoms from other varieties near them to bear. They are capable of self-fertilization.

If the late frosts kill the spring blossoms, like it does blossoms on common strawberries, another set will come right on and you will have a crop of Keith's Super-Mastodon berries anyway. Common strawberries will not do this.

Some think that they can't grow everbearing strawberries, because they have tried it and failed. They probably tried the old varieties of everbearers, but now comes the Super-Mastodon and,

those who have failed before find it easy with Keith's Super-Mastodon, because they need no special sort or care. Grow them just like common strawberries. Keith's Super-Mastodon can be grown so easily, that it seems a waste of one's time to bother nowadays with the common one-crop varieties of strawberries. Why grow common varieties when you can grow Keith's Super-Mastodon plants just as easily and get two crops of berries within the same time you used to get but one?

Besides these two crops—(one during the first Summer and Fall, and the second in the Spring at regular strawberry time)—you can get another Summer and Fall crop and then another the second Spring, and so on for another year or so. We have had them last for three years in our garden from one planting.

Those who have grown Keith's Super-Mastodon find it so little trouble to have plenty of big berries all during the growing season (Spring, Summer and Fall) that they would not be without them, and they are wanting more plants than ever. They have "tried out" Keith's Super-Mastodon plants and found them wonderfully productive.

# How to Grow Keith's Super-Mastodon



## Simple and Easy Directions for Planting, Cultivating and Growing the Mastodon



Select any medium rich, moist soil, preferably sandy loam, and prepare same as far in advance of planting as possible by first applying stable manure 15 to 20 wagon loads per acre (4 to 5 bushels per square rod). The manure should be hoed or disked into the top layers of the soil before it is spaded or plowed under. Depth of plowing 6 to 8 inches. After plowing, while the ground is still rough, apply 7 to 10 loads of manure per acre (2 to 3 bushels per sq. rod). This will work into the soil in smoothing same for planting.

Where barnyard manure is not available, use a 4-10 commercial fertilizer, 1500 to 2000 pounds per acre (10 to 12 pounds per sq. rod). Apply  $\frac{1}{3}$  before harrowing,  $\frac{1}{3}$  shortly after plants are set and  $\frac{1}{3}$  ninety days later. Don't place fertilizer in the holes or under the plants at planting time. Scatter it between the rows 4 inches from plants.

Set the plants as early as possible,—say early-garden time up to corn-planting time. Space the rows 24 to 30 inches apart for garden and 36 inches in field culture, spacing the plants in each case 16 inches in the rows. Set them so the top of the crown, or bud, is just even with the surface of the ground and pack the soil very firmly about the roots. Use a common spade to make the V-shaped hole.

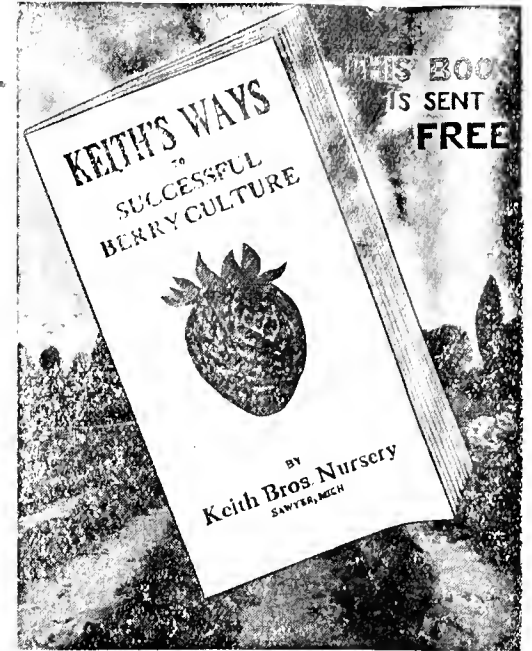
Keep the first set of blossoms picked off. Others will come on shortly thereafter and develop into ripe berries in less than 100 days from the time you set the plants. Mastodon has perfect blossoms and need no other variety to fertilize them.

Start cultivating and hoeing shortly after planting and after every rain to keep the soil from becoming hard.  $2\frac{1}{2}$  inches deep is about right, no deeper.

### THIS BOOK FREE

We call it "Keith's Ways to Successful Berry Culture." It is our way, and customers find it very helpful and easy to follow. It is just what you need to successfully grow small fruits. It may save you lots of unnecessary steps in growing strawberries and other small fruits for greatest yields and profits.

It covers the selection and preparation of the soil — the methods and systems of planting — the care of plants before and after planting — proper cultivation, training, mulching, etc. You will find it very useful and helpful. We feel obligated to supply our customers with this useful information in order that the plants we send them may have the best of care. It is sent you free as soon as your order reaches our office.



This Book Has Helped Many Beginners to Grow Big Crops of Berries. It's Free to Every Customer

### Read These Suggestions

1. Set the plants early in well prepared soil, preferably a rich moist, cool, sandy loam.
2. Prepare the soil as far as possible in advance of setting the plants. Fall plowing recommended.
3. Set the plants early—when you make early garden up to corn-planting time.
4. Set plants carefully. Poorly set plants cannot do their best for you.
5. At no time should the plants be in want for water or food—don't let them "cry for something to eat and drink."
6. Keep the blossoms picked off for 30 days after plants are set, then allow them to form and develop into berries. From blossom to ripe berry takes about 30 days.
7. Cultivate or mulch the soil so that it is always mellow, moist and free from weeds. Irrigate where possible.
8. All manure or commercial fertilizer should be thoroughly mixed with the soil. Avoid layers and lumps of it through the soil or in the bottom of the furrow. Don't place them in holes when plants are set. It will burn the roots.



Side view of Keith's Super-Mastodon row showing how they blossom and bear their large crops of big berries





*Friends, here you see a field of KEITH'S SUPER-M*

You also get a glimpse of the "Strawberry Twins," Bert and Bud, who have made this large fields of Keith's Super-Mastodon possible. A year or so ago this land was in brush and trees (See small pictures at the left and right). By their "Man-Power," "Dynamite" and "Gas," it was made suitable for the growing of the most productive Mastodon plants for you and others. There are millions of them—so full of "pep" that they start fruiting for you in 90 days after you set them in the ground. You do not have to wait around half the Summer for berries when you set Keith's Super-Mastodon plants.

## *The Real Secret of Our Success*

### **1. Man Power**

Every year we go to a great expense in clearing new land so we can grow the very best plants for you. Man-power, Dynamite and Gas all mixed with our untiring determination makes possible Keith Bros. famous special-grown Strawberry plants. This wooded land shown in the picture at the left (also top next page) was cleared, plowed, worked down and set to plants. Now we have millions of the very best plants for you, grown in this virgin soil, the fertility of which has been increased by the addition of barnyard manures, as well as commercial fertilizers. We have left nothing undone in order that we might grow the best plants possible for our customers.

### **2. Dynamite**

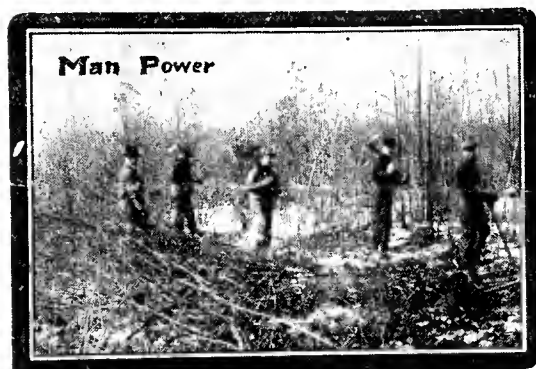
Many of the tree stumps are too large to be grubbed by hand. These are blown out with dynamite. It takes stumps, roots and all out when it goes off. Dynamite enables us to plow and get our New-Land in the best of condition for setting and growing excellent, dependable plants. The kind you can rely upon to bring you results—lots of big, beautiful berries for instance.

### **3. Gas Power**

"Henry" is the "iron horse" who does it. When he gets through with a piece of new land it's in the best of shape to set the plants. Without this tractor we would not have been able to set our large acreage to Keith's Mastodon everbearing plants last Spring, shown in the big picture at the top of the page.

### **4. Results**

The outcome of all this hard work is an ideal soil in which to grow ideal strawberry plants for our thousands of satisfied customers. From the time the young plants first take root, they have access to all the natural plant foods, fertilizers, and barnyard manure they need, consequently they grow to be the strongest, most vigorous, healthy plants Mother Earth can produce. Why run a risk of buying cheap, inferior plants? Now, we know you will understand why Keith's special-grown plants are the best for you to buy, and why they can bring you the best of success, and why they will be the cheapest plants in the long run for you to buy.





## **MASTODON plants--The world's greatest yielders**

This large field was set to Keith's Mastodon last Spring, April, 1928. The plants were given the best possible care all Summer, and, although the soil was very rich in natural plant foods (a virgin soil), we used a high-grade fertilizer and barnyard manure along the rows in order that we might grow for our customers the best and most productive plants possible, and we believe we've got 'em right in this for you,—Keith's Super-Mastodon. They made all this wonderful growth in one season.

## *The Real Secret of Your Success*

### **1. New-Land Soil**

The natural home of the Strawberry is in new virgin soil. Recall when you were a boy how you used to gather sweet "wild" strawberries growing along the edge of woodlands? We have taken advantage of this fact and grow our plants in new, virgin soils which contain all their original plant foods of decaying leaves, stems, twigs, etc.

### **2. Best Cultural Methods**

The preparation of our new virgin soil is not the whole game. The planting, hoeing, cultivation, fertilizing, etc., which follow are also very important. The picture at the right shows a "gang" of girls (would you think it?), who are kept busy most of the growing season, keeping the weeds down and the soil well stirred about the young plants.

### **3. Quality Is What You Want**

It won't take any more of your time to set out and care for Keith's special-grown plants than it will inferior, cheaper sorts, and it will cost you just as much to prepare your soil, set and care for poor plants as it will our good, strong, thrifty ones. They are just the plants you want.

No hanging around half the summer waiting for Keith's plants to get rooted and established. They get busy QUICK. They have the "pep" in them to do it. Cheaper plants are an expensive buy.

Your plants are the smallest cost item in growing strawberries. Why make the common mistake of trying to save on their cost and sacrifice the quality and productiveness of Keith's high grade special-grown plants? "Cheap plants are a poor buy at any price."

Keith's special-grown plants will produce a much better growth for you than plants grown on soils that have been cropped for years. They are filled with the "pep" that will make them boom after you set them. They have the "stuff" in them to make good in any soil.

Another thing, our plants are all hand-cleaned. They are dug, placed in crates and immediately brought into our Packing House, where they are cleaned, sorted and tied in bunches of 26 plants each. By handling and hand-cleaning our plants in this way, we get to our customers the very best, cleaned and put up in a special package. When you buy Keith's plants, you get special-grown, special-cleaned, and special-packed plants.

**NEW LAND FOR PLANTS**



**PROPER CULTURE**



**RESULTS**





# We "Take Our Own Medicine"

When We Tell You That You Can Make  
Money With Mastodons, We  
Back It Up With Our  
Own Experiences



**MASTODON READY FOR MARKET.** ("Red," who did packing for us, is shown here, also see him at bottom of page with two of our best pickers.)

## Comments from Chicago Tribune

By FRANK RIDGWAY

"Mastodon, the great strawberry found in Indiana a few years ago, has stood the test in practically every section of the United States this season. It is now widely distributed and favorable reports come from experiment stations in various states where the berry has been tried.

"In some places it is said this giant of the berry family produces three or four times as much fruit in a season as any four other varieties combined.

"In a patch on B. W. and B. H. Keith's farm near Sawyer, Mich., a few weeks ago, I counted from 30 to 89 strawberries to the plant. The Keith brothers, who have done perhaps more than anyone else to develop this new berry, say it is not uncommon to find a plant with 100 berries on it. One fruiting stem in the Keith patch had 24 berries in various stages from blossoms to ripe berries. Many plants this summer have produced from a pint to a quart of berries. It only takes a few of them to fill a quart cup or box, and they are highly flavored down to the center of the berry."

Six years ago we started with 3,700 Mastodon plants, which we purchased from the original Mastodon stock at a wholesale cost of \$75.00 per thousand. These plants demonstrated what a wonderful berry the Mastodon was, so the next year we set all the plants we grew and purchased several thousands from the original stock again at \$60 to \$75 per thousand. Every year since we have increased our acreage cutting out nonproductive plants and now are the greatest world's growers of the Mastodon, "The King of all Strawberries." We produce and pick more quarts of berries from our Super-Mastodon plants than any other concern, therefore, we believe we have the greatest producing Mastodon plants in the country. Beginning last August we picked from 20 to 65 16-qt. crates per day, and we are glad to tell you that our Super-Mastodon plants are sure producers. Not a "nonproducer" in the whole bunch.

Not only do we grow Mastodon berries on a large commercial scale, but we grow them in our garden, where we have had one planting last three years, producing six crops of berries during these three years.

## How We Do It

We set our plants in April, and give them good care. By the 11th to 22nd of July, we begin to harvest berries. We use commercial fertilizer along side the rows just after the plants are set, again in July and August.

Of course the first pickings are small, but by the first of August we get about 80 quarts per acre per week. By the last of August the yields have come up to 320 quarts and by the middle of September we have picked as high as 576 quarts per acre at one picking. This one picking brought us \$216, the berries selling for \$6.00 per crate (16 qts.). October yields are generally about like those in August, however, we have harvested as high as 325 quarts per acre during the last week in October and the first in November. (See picture below) selling at the rate of \$99 per acre per day's picking.

The following are extracts from local Newspaper last year, commenting on our success with the Mastodon:

"The Keith brothers, better known as "Bud" and "Bert," the "Strawberry Twins," are to be commended upon their success with this new variety. They are the largest growers of Mastodon in the state, having over 30 acres in one field. They have been shipping from 40 to 60 cases of large, juicy Mastodon Strawberries every day all this week (Nov. 3).

"If freezing weather holds off for a few more days, something like 8,000 more quarts can be picked. The Mastodon is truly a marvelous berry."—Bridgman Enterprise.



This picture was taken last day of October. We picked 880 qts. that day from about 2½ acres of our large field of Super-Mastodon shown in background.



# How We Keep Them Pure, Productive, Genuine

ONCE A WEEK, all during the growing season, our rows of everbearing strawberry plants are inspected and if we find a plant not blossoming and bearing berries, it's hoed out. This careful guarding against plants which do not fruit, makes Keith's Everbearers the true, heavy-fruited type. Furthermore, we are very careful in digging and handling our everbearing varieties. They are carefully labeled and kept apart from other varieties. The same care is exercised in packing them in your Order. You will be sure to have berries when you set Keith's Everbearing plants.

THERE ARE NO SECRETS connected with growing berries from Keith's Everbearers. A reasonably rich, moist soil where they will not have to "cry for something to eat and drink" will grow them.

Our culture book mentioned on page 11 has cultural instructions for growing everbearers and it's sent free to every customer.

FOR OVER TWENTY YEARS we have been connected with the growing of everbearing strawberries. During this time we have experimented with many varieties with varying results and have discarded all of them except the two listed below, Keith's Super-Mastodon and the Champion.

THESE TWO VARIETIES are good producers and have the good qualities found in most of those we have discarded. We see no use of listing so many varieties and confusing our customers as to which is best. We have done the experimenting for you, and consequently saved you the expense of buying those varieties which will not give you satisfaction.

## Keith's Everbearing Strawberries

(Read the above paragraphs)

### Beware, You Beware!

We wish to warn you about the great chance of not getting the genuine Mastodon Everbearer. There are some substitutes on the market. We got "bit" on some of them last year when we sold out all of our own Mastodon plants and had to go "outside" for some plants. The plants we purchased looked just like Mastodon, but they were not, which proved up when they bore fruit here in our nursery this past summer. We discarded the whole bunch and charged the account to "Bim" our collie dog,—it almost made him mad too.

Beware of Mastodon(?) plants when they are offered cheap. They might prove out to be the most expensive plants you ever bought.

### CHAMPION—*A Highly Flavored Everbearing Variety*

Champion is a good standard everbearer with berries resembling the Senator Dunlap. It can hardly be told from the Progressive Everbearer. It is a very good reliable variety. Berry sweet, dark red, medium large. They have a tendency to "run small" if the plants are not amply supplied with food and water. Under average conditions they will make a good wide plant row. Price, \$15.00 per 1,000.

### MASTODON (Per.) *Everbearing*

The Mastodon is fully described and illustrated in the forepart of this book. It has perfect blossoms and will fruit when planted alone. The best of all everbearers, but we ask little more for it than the Champion. See prices on page 23.



CHAMPION (Everbearer)



OUR EXPERIMENT BED  
Over 3,500 New Varieties Being Tested Out  
Here

## New Varieties

Nowdays there are altogether too many varieties of about the same characteristics offered for the good of the customer, and there are also "new" varieties offered which do not differ enough from those already known and grown, to warrant their introduction.

Unless a new variety has new characteristics which makes it a better variety than those already offered, it should not be introduced and thus add to the present confusion.

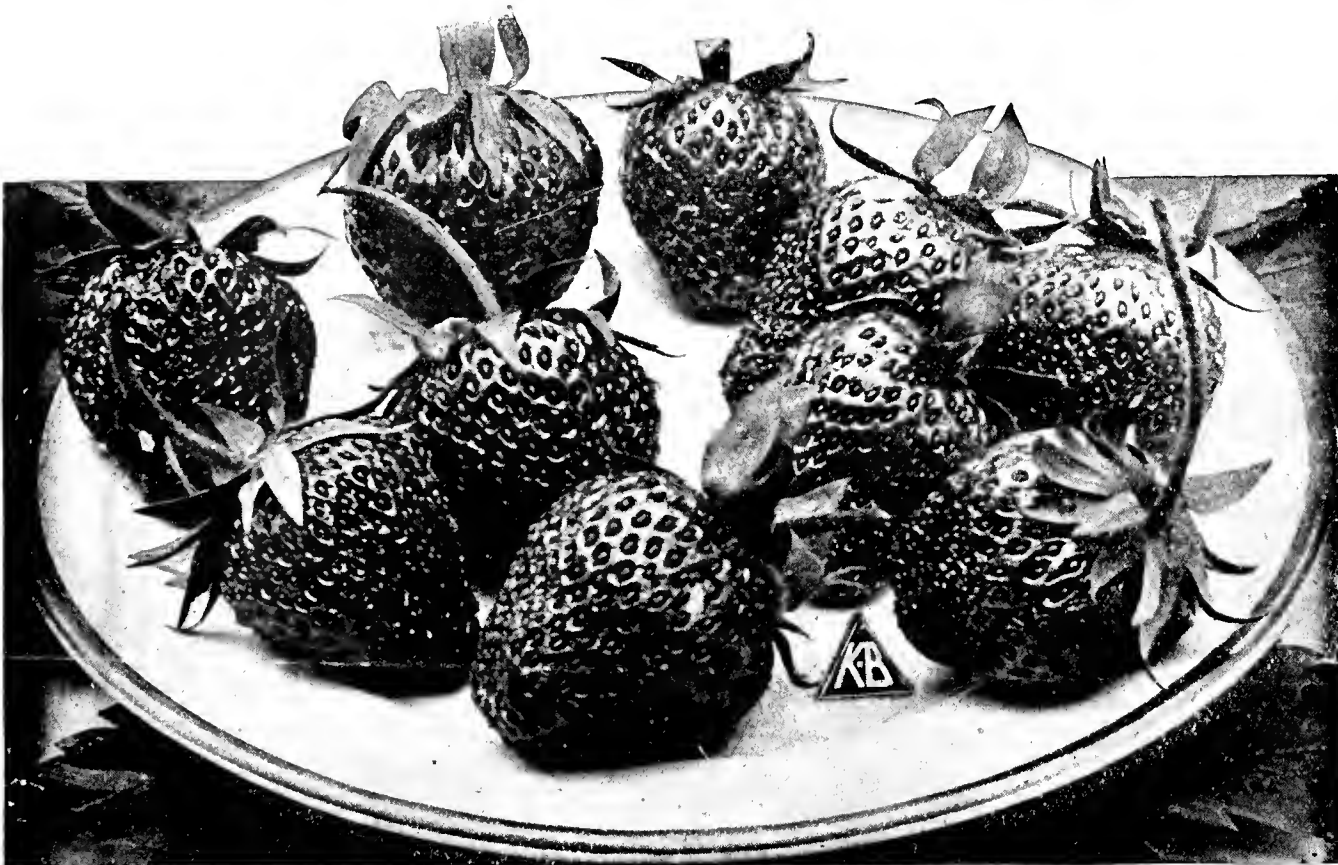
Besides "trying out" new varieties, we are breeding new varieties to get something better for our customers. This year we have over 3500 new varieties in our experimental beds, many of them seedlings of everbearing varieties, some of which look very promising. Horticulturists and leading berry growers, who see these varieties in fruiting, become very enthusiastic over the promising ones. We have had some of these varieties six years, growing them under all kinds of conditions and soils in order to give them a thorough "try out."

Next year we expect to offer a few plants of the most promising varieties to our customers. They will be worth your attention.

# Keith's Ideal Bears Ten Months

*Here Are Four of Our  
Reliable, Profitable, Heavy Yeilders*

**Premier [Early]—Gibson [Midseason]—**



**PREMIER**

HERE IS A COMBINATION which is hard to beat for garden or field culture. It will give you plenty of berries over the longest possible period. Not only over a long period in the Spring, but also during two Summers and two Falls. You can have fresh berries **Ten Months Out of Eighteen** with this combination.

Keith's Super-Mastodon will begin to ripen its berries within 90 days after you set the plants and continue with its yields of big berries until cold, freezing weather. (Just when this will be depends upon your Climate.) It will bear the next Spring also. (Read Pages 4 and 5).

## Premier (Per.) — *Early*

**Earliest of the Early Varieties**

This variety is identical with Howard 17, by which name it is best known in Eastern sections.

All fruit men and leading Horticulturists now admit that Premier is the best of all early strawberries. Its berries are large, medium dark red, and a rich strawberry flavor, red to the core and very firm.

It's a very heavy fruiter and the berries don't run small toward the end of the season. It's worth twice as much as many other early strawberries as a commercial or garden berry and it will bring the highest price of any berry on any market.

Premier is being planted most exclusively in this great berry section as an extra early variety, because of the high price the berries always bring and because it withstands frost better than other varieties. It has no great fear for Jack Frost. We recommend this variety most highly to all our customers and will guarantee our Premier plants to be genuine, to grow and satisfy. In our New-Land soil, Premier plants make a wonderful growth and are the most valuable and dependable for you to set.

Price, \$6.50 per 1000.

## Gibson (Per.) — *Midseason*

**A Real, Reliable Berry**

The heaviest yielding variety we offer. We have picked Gibson at the rate of 7,260 quarts per acre per one day's picking.

Its berries are large, firm, well colored, medium dark red, holding

**\$126.80 FROM 1,000 PLANTS**

Mr. Elliot sold over \$126.80 from 1000 Gibson plants. Costing only \$5.00, and Mr. Quinlick of Trenton, Ohio, sold \$56.00 in berries from 300 of our Gibson plants.

L. E. ELLIOTT, Palistine, Ind.

**\$18.45 BROUGHT \$464.40**

"Gentlemen:—From the 3,250 plants I purchased from you for \$18.45, I sold \$464.40 in berries besides supplying our three families with 180 quarts (\$45.00), making \$509.40 from a little over one-third acre of ground."

CHAS I. LEACH, Ashland, Pa.

their size to the end of the season. Fine for home or market use. Plants are hardy, vigorous and form a wide row. Gibson is the best money maker and "all around" berry in spring varieties.

Gibson is a favorite among commercial growers and gardeners. It's their main variety, because:

Healthy, strong grower; does well in any soil except muck; plants very hardy, deep rooted.

Very productive, from California to Maine. Some of the largest yields are made by Gibson. Price, \$4.75 per 1000.



**GIBSON**

# Combination • •

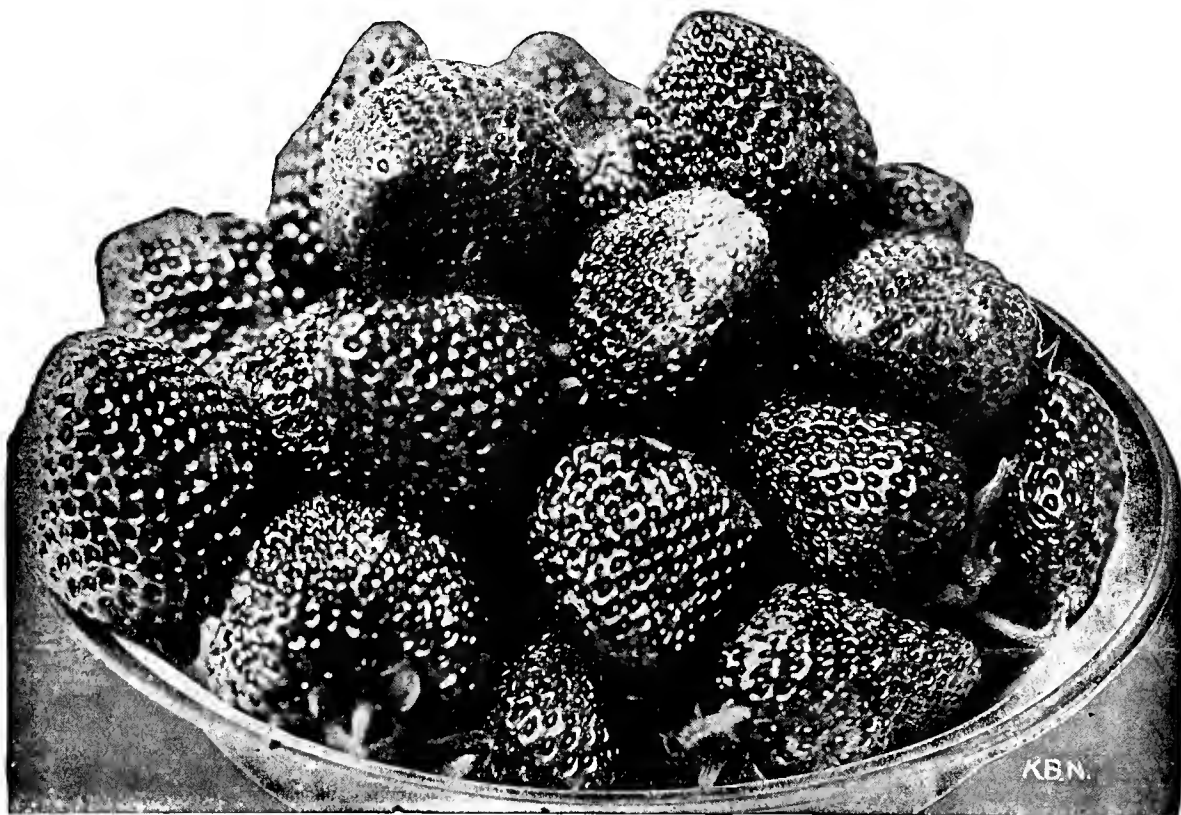
## Out of Eighteen

*Tried and Proven Winners  
of Large, Sweet, Beautiful Berries*

**Pearl [Late]—Mastodon [Everbearing • Early]**

THEN, THE NEXT SPRING you will have all four of the varieties bearing with Super-Mastodon and Premier for early, Gibson mid-season, and Pearl late. This makes your second crop from this "Ideal Combination." These four varieties will give you berries over the longest possible spring strawberry period, which might be in May, June, or July, depending upon your climate.

After this Spring crop is over, the Super-Mastodon will take a few days' rest and begin to blossom and produce its third crop of berries and continue until cold, freezing weather the second Fall. If you have plenty rain, or your strawberry bed in in a moist soil, Super-Mastodon will hardly stop bearing our fruit continuously. This makes your three crops of berries within eighteen months after you set the plants.

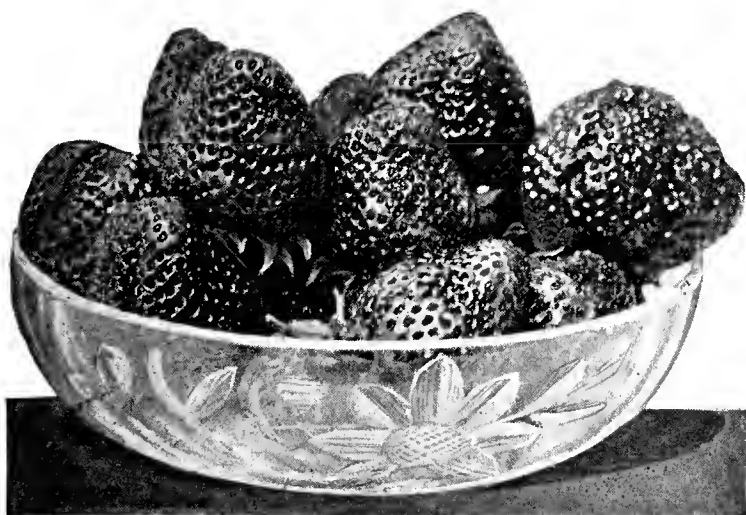


PEARL

### Keith's Super Mastodon (Per.)

Everbearing and Early

This is the variety that makes it possible for you to have strawberries with this combination over so long a period. It supplies the berries when common strawberries are not fruiting, and thus makes it possible to have berries all during the growing season,—from Spring until freezing Fall weather. Don't miss setting some Keith's Super-Mastodon plants this Spring. If frosts kill the Spring set of blossoms, another set will come right out, and you will have a crop of berries after all. Price, \$20.00 per 1,000.



MASTODON

### Pearl (Per.)—Late

*The Latest of Late Varieties*

The Pearl is a very late berry, coming into fruiting before the Aroma stops and extending much longer. Growers take Pearl to market after all other varieties are gone and receive fancy prices for them. It blossoms late and often escapes frosts that wipe out the earlier varieties. The berries are dark red, very firm, large and will remain in good condition longer than most varieties. Pearl produces a heavy crop of large berries when planted in a rich strawberry soil. Give them plenty to "eat and drink" and they will produce a big yield of large, late berries for you. Price, \$7.00 per 1,000.

### What You Wish to Know

We are asked many times to suggest varieties best for home use. On these two pages we give four of our best varieties most suitable for home or market use. There are three other varieties that should be mentioned and which you can select if you wish. The Senator Dunlap can be used as your early berry, the Cooper as the big, sweet one, and the Aroma as a late variety in place of the Pearl.

#### Cooper (Per.)

Big - Sweet - Productive

This is a fine berry for home consumption, and should be planted when big, sweet berries are wanted. (Read page 18).

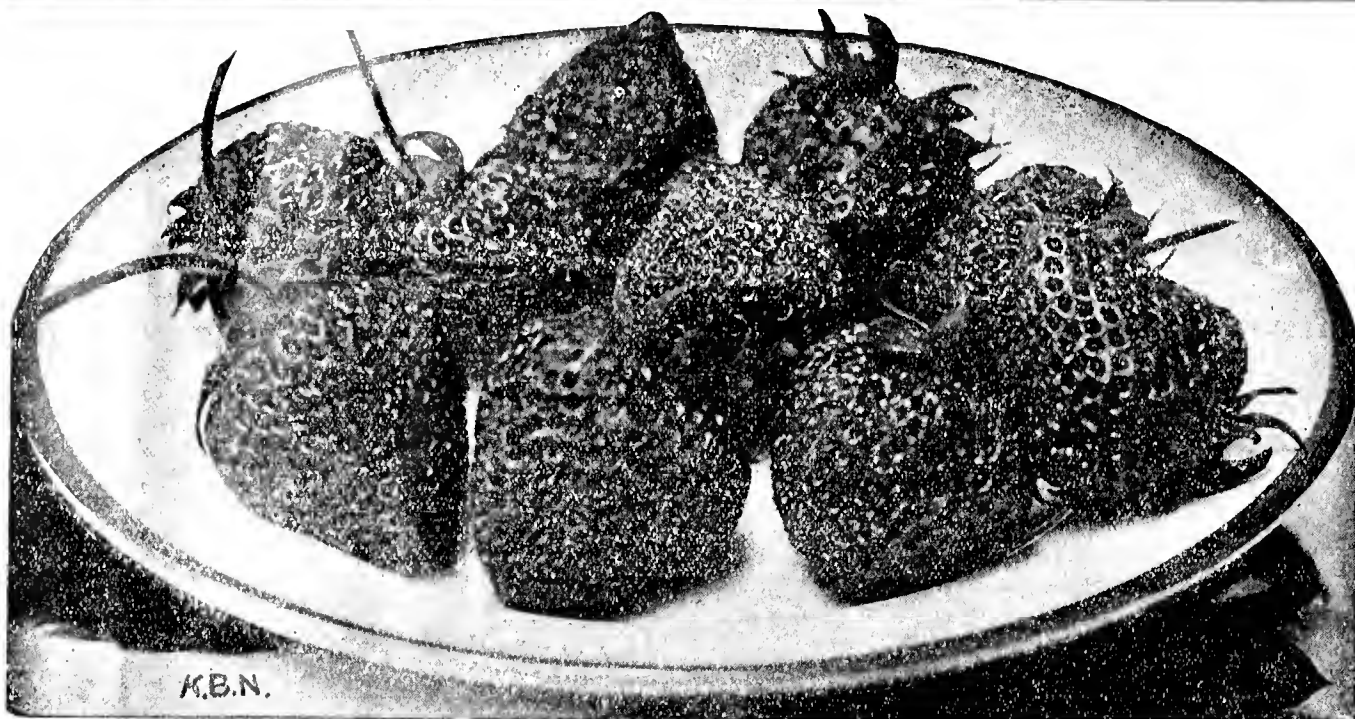
#### Senator Dunlap (Per.)

The Old Reliable Early Berry

An old variety, good plant maker. Berries sweet, dark red, firm, fine for shortcake, preserves, etc. (See page 18).



## KEITH'S SPRING STRAWBERRIES



SENATOR DUNLAP

### Senator Dunlap (Per.)—*Early*

The old reliable early berry. Grows well everywhere and an ideal variety for beginners or garden culture.

Large, uniform berries, very firm, dark red, juicy, with a sweet, rich strawberry flavor. Just the berry for shortcakes, desserts, canning, preserves, jellies, markets. A money maker.

We never find a customer disappointed in Dunlap.

The plants make a good, wide picking row, which insures big, bumper crops, grown everywhere. Price, \$4.50 per 1,000.

### Dr. Burrill (Per.) *The "Million Dollar Berry"*

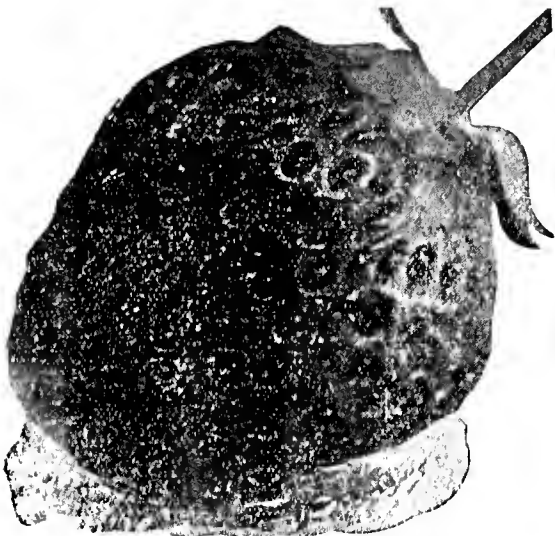
Dr. Burrill is very similar to the Senator Dunlap and we cannot see enough difference to be of note, and are offering both varieties at the same price. We have found Dr. Burrill to be a very good early variety and in some instances out-yielding the Dunlap. Price, \$4.50 per 1,000.

### Cooper (Per.) *The Biggest Berry Grown* **Giant of the Strawberry Family**

Cooper is certainly a big one and it is just as sweet and good as it is big,—none better for home use or fancy market prices. It has a distinct, rich flavor which makes it different from other berries.

Strawberry lovers have been waiting for a big berry that was productive, sweet, well-flavored, and attractive. Now they have it in the Cooper. It fills "the bill," fills the quarts, and fills the pocket book wherever it is grown. If you want bushels of big, beautiful berries, grow Cooper.

The berries are so large, like our everbearing Mastodon, that 9 of them cover the top of a quart berry box, and eighteen fill the box full. They are a whole mouthful of strawberry sweetness, ripening during midseason along with the Gibson. Cooper also has a very hardy, strong growing plant. It always makes a good, wide picking row of large, thrifty plants. We recommend Cooper very highly for home use, fancy markets, or Roadside markets where there is always a demand for big, fresh berries.



COOPER

**The Biggest Strawberry Grown.**  
It's Just as Sweet, Too

#### DIFFERENT FROM OTHER BERRIES

Cooper has a rich "catchy" strawberry flavor all its own. This with its large size and glistening red color make it different from other strawberries. A dishful of rich, red, juicy Cooper berries, so large that a half dozen to ten berries fills your dish, is a treat. And Keith's Cooper plants bear from toward the beginning of the Spring Strawberry season until the end and the berries are just as large at last as they are at the beginning. Cooper is a good "pal" for our Super Mastodon. Don't overlook including the Cooper in your Order. Price, \$7.00 per 1,000.

### Aroma (Per.) *A Dependable Late Variety*

Aroma is a very dependable, late variety. Grown and liked everywhere.

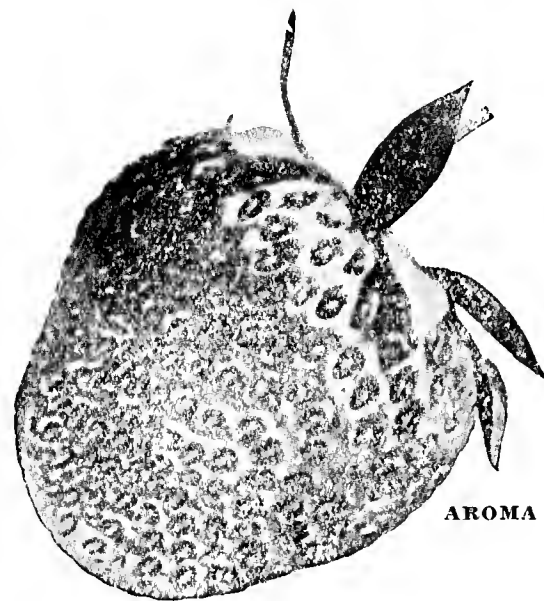
Ripens late, commencing before Cooper and Gibson end, and continue a week to ten days longer. Aroma lengthens your berry season wonderfully.

One of the standard late varieties, grown exclusively in many localities as the only late variety. Will stand lots of rough handling.

Makes a long picking season for you. The plants are hardy and fruit well wherever Dunlap or Gibson are grown.

Aroma berries are very firm, dark red throughout, medium to large, and their good flavor and color hold well after cooking. It is the best all-around late berry.

Price, \$6.50 per 1,000.



AROMA

## \$3.50 Strawberry Plants

Our Standard Varieties at "Cut Price" Rates. Through some mistake in the field or packing house, the labels occasionally become lost off crates of strawberry plants, and these plants, although fresh, strong and thrifty, have to be thrown away unless identified. Rather than do this, as valuable and scarce as plants are, we are offering them at "cut price" rates to our customers.

Again, some days there is a surplus dug of some varieties, and rather than hold them over for a time in the packing house, we offer them also at "cut price" rates.

These plants, mentioned above, are from varieties listed in this catalog and are first-class in every way. If you are not particular as to the varieties you plant, these plants are just what you want. We cannot promise to send any one variety, but will label when we can. Prices:—25c per 25; 60c per 100; \$1.00 per 200; \$1.25 per 300; \$1.75 per 400; \$3.50 per 1,000.

### OUR RADIO PROGRAMME

From the leading Radio Stations we will broadcast our Strawberry talks. You will find the full programme inclosed in this catalogue. Don't miss these instructive talks.

# KEITH'S Black Raspberry

**Twice Government Inspected**

*Good Plants like these are Scarce this year!!*

(See page 23 for prices)

**N**OW is the time to grow raspberries for big money. Acreage is being cut down and growers are going out of business because of their diseased patches. The demand for berries right here in this great berry region is high. Those growers who stick certainly coin the money. There aren't near enough people growing raspberries. Get started this year with our guaranteed, disease-free stock.

## Here's What You Get—

- 1** THEY WILL BE FRESHLY DUG this Spring, carefully packed and sent direct to you. We use no storage plants.
- 2** KEITH'S PLANTS ARE DISEASE FREE. They are "certified" plants having passed a very rigid double inspection by very careful State Inspectors who went up one row and down another over our whole acreage (See page 22.) This is the kind of rigid inspection our Raspberry plants have passed. We refer you to our State Nursery Inspector at Lansing, Mich.
- 3** WE GROW OUR PLANTS in an ideal Raspberry soil. A well-drained, highly-enriched sandy loam in which plants make a wonderful root growth. No water-soaked soil around the roots of Keith's Raspberry plants during winter or spring.
- 4** POWER SPRAYERS ARE USED in keeping Keith's plants healthy. When you get Keith's Raspberry plants you know you are getting those which have been grown right. They are sure the best for planting this Spring.

## Cumberland

Is the most reliable, productive, and profitable black raspberry. It is the standard variety set extensively everywhere. Has largest berries of all varieties; perfect in shape, firm, well colored and attractive. Not "seedy" by any means. Canes are hardy throughout the North, standing 16 degrees below zero.

By leaving our raspberry plants in the field undug over Winter, they are kept in the best possible condition, and are fresh and thrifty when dug and shipped direct to you in the spring. Plants like these are much more valuable and capable of making better growth for you than storage plants. Price, \$20.00 per 1,000.

If you are wanting other varieties of Black Raspberries, write us. We have a few in other varieties, but not enough to list.

Owing to the general prevailing weather conditions after May 1st, we cannot guarantee raspberry plants (Reds or Blacks) to reach customers in the best of condition. Therefore, it would be best to have your raspberry plants shipped before this date even though you had to heel them in until ready for planting. We wish to cooperate with our customers in this regard.

## Lucretia Dewberries

*Bigger, Better, Sweeter than  
Blackberries*

The berries are often twice as large as Blackberries, sweeter, no hard cores, consequently sell for more on any market. We consider them much better for home use, especially dessert where the berries are served fresh. They are sweeter. Price, see page 23.

## Asparagus

*Grow your own Asparagus  
One Planting lasts a lifetime*

**MARTHA WASHINGTON.** A new rust resisting variety developed by the U. S. Bureau of Plant Industry, Washington, D. C. Rapid in growth, hardy, vigorous and very productive of long, thick, tender shoots. A wonderful improvement over other varieties and is most exclusively planted for all commercial purposes. Prices on one and two-year plants, see page 23.

**PALMETTO.** The Old Reliable variety that has stood the test for years. An early rapid grower of tender well-flavored shoots. Hardy. Prices on one and two-year plants, see page 23.

# KEITH'S Blackberries

**Twice Government Inspected**

*Our blackberry plants are freshly dug and guaranteed to reach you in good condition.*

**ELDORADO.** The best, hardy Blackberry. Does not winter-kill, canes vigorous, upright, strong, need no winter protection, and heavy producers. Berries long, large, sweet when ripe, firm, rich, juicy, not "seedy." One-year sucker plants, price, \$18.00 per 1,000.

**ALFRED.** A new, big blackberry. The biggest blackberry known. Big, black, glossy berries  $1\frac{1}{2}$  to  $1\frac{3}{4}$  inches long, without a core and almost seedless. An Alfred berry is all berry—a mouthful of sweet blackberry. The canes are hardy (need no winter protection), strong, vigorous, and send out heavy producing fruit spurs bearing loads of large giant berries. We are making two grades in our one-year Alfred plants this year,—the one-year Common grade and the one-year Extra Fancy. For prices, see page 23.

## Grape Plants

**CONCORD (Blue).** The leading commercial Grape. Thrives the best of all blue grapes. The large vineyards of New York, Ohio, Southwestern Michigan are planted with Concord. It's a real money-maker, bringing growers the best returns. Productive and hardy, and will hang on the vines until frost without "shelling." The berries are sweet, the best for Jams, Juices, and Jellies.

It takes only four hundred of Keith's Concord plants to set an acre (set 9x12 ft.) and only one Summer for them to come into fruiting. Make the rows 9 feet apart and space the plants every 12 feet. All this work can be done with horses. Price, see page 23.

**NIAGARA (White).** The leading White Grape. This variety is the best known white grape. The bunches are very compact, large and heavy. The berries are large, sweet with a very pleasing flavor. Price, see page 23.

**MOORE'S EARLY (Black).** The Best Early Grape. Moore's Early resembles the Concord very much but ripens two weeks earlier, thus lengthening your grape season at least two weeks. A hardy, good-growing variety. Survives and produces throughout the North and Middle West. Has a good, sweet, pleasing grape flavor very much like the Concord. Price, see page 23.

**BRIGHTON (Red).** The most desirable of the Red Grapes. Berries large, very sweet and juicy. Ripens early along with Moore's Early. Plant with the Concord and Niagara, and you will have a red-white-and-blue grape arbor. Price, see page 23.

## Keith's Gladioli

The following collection of Gladioli give the greatest variety of colors and some of the most beautiful blooms in fancy "Glads", many of them being bulbs from show "Glads". When you are growing "Glads" why not grow large attractive blooms. It won't take any more of your time, and then you will have something to be proud of.

**A M E R I C A .**—Soft rose pink. "King of Gladioli". Each, 10c; 3 for 25c; per doz., 90c.

**HERADA.**—Beautiful glistening deep lilac mauve. Each, 12c; 3 for 30c; per doz., \$1.10.

**MARY PICKFORD.**—Delicate creamy white, shaded to canary yellow. Each, 15c; 3 for 35c; per doz., \$1.25.

**MRS. FRANK PENDLETON.**—Bright rose pink or pure white, background with large blotches of velvety carmon red on lower petals. One of the very finest "glads". Each, 12c; 3 for 30c; per doz., \$1.10.

**MRS. FRANCIS KING.**—Light brilliant scarlet, large flowers, the finest. Each, 10c; 3 for 25c; per doz., 90c.

**ROSE ASH.**—Old rose overlaid with pinkish red. Flowers very large, heavy bloomer. New variety. Each, 15c; 3 for 35c; per doz., \$1.25.

**PEACE.**—Pure white. Very large. Each, 10c; 3 for 25c; per doz., 90c.

**SCHWABEN.**—Very large canary yellow shading to soft sulphur-yellow when opening. Each, 10c; 3 for 25c; per doz., 90c.

**WAR.**—Deep showy red large open flower. Each, 10c; 3 for 25c; per doz., 90c.

**GLADIOLI COLLECTION:—**

One each of the above varieties (12 bulbs), \$1.25.

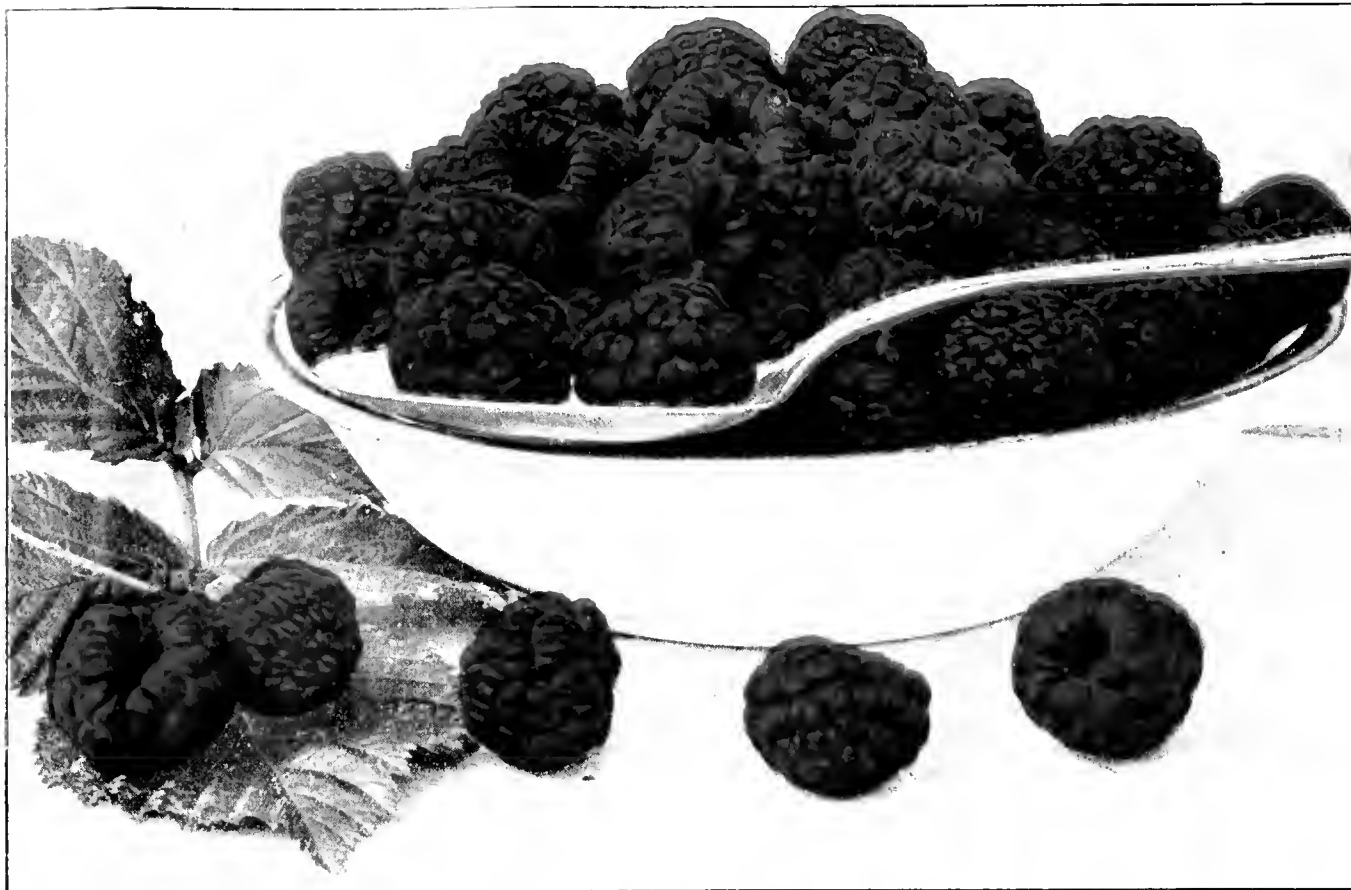
Three each of the above varieties (36 bulbs), \$3.25.

**POSTAGE ON GLADIOLI.**—Rates for the 1st, 2nd, 3rd, and 4th Zones. For each bulb up to 20 bulbs, 1c each; for 36 bulbs, 25c. Beyond 4th zone, 2c per bulb; 36 for 40c.



GLADIOLI





# Keith's Red Raspberries

Twice Government  
Inspected

Our Red Raspberry plants are guaranteed in every way. Freshly dug in the Spring. We do not handle storage plants.

LATHAM — A new variety replacing all others

## Early King A Reliable, Early Variety

Ripens early and continues to the end of the raspberry season. The berries do not fall when not picked regularly or after rains. The canes are strong, upright in growth and do not winter kill. They develop their berries well to the outside of the bushes, making them easy to pick.

The Early King has a medium to large berry, ripens early, 7 to 10 days ahead of Cuthbert, very firm, does not crumble or break apart and is not seedy. It has a good flavor, velvet red color and does not become soft as soon after being picked as most varieties. None better for home or market use. We highly recommend the Early King. Price, \$18.00 per 1,000.

## Keith's Dahlias

For the past four years we have been growing fancy Dahlias to sell at our Roadside Stand. The varieties listed below are those that sold the best. They have the most attractive blossoms and are what might be called the "aristocrats" of the Dahlia family. Every one we list is a winner.



DAHLIA

**STORM KING.** Show—Pure snow-white, free bloomer. Fine for cutting. Each 30c; 3 for 75c.

**COUNTESS OF LONSDALE.** Cactus—Salmon-red, flowers are long, stiff stems. Each 40c; 3 for \$1.00.

**KALIF.** Cactus—Giant glowing scarlet—largest scarlet cactus on the market. Each, \$1.00; 3 for \$2.50.

**GEO. WALTERS.** Cactus—flowers, gigantic, beautiful salmon-pink, shaded to old-gold. Long stems. Best for exhibition or cut flowers. \$1.00 each; 3 for \$2.50.

**DELICE.** Decorative. Flowers good size. Best for cut flowers. Charming bright rose-pink shaded with lavender-pink. Each, 30c; 3 for 75c.

**DAHLIA COLLECTION.** One each of all above named varieties. (8 roots) for \$3.85; three each (24 roots) for \$9.50.

**ORANGE KING.** Decorative—free, abundant bloomer, rich orange-gold, darker in center. Stem, long, wiry, stiff. One of the best yellows. 75c each, 3 for \$2.00.

**JACK ROSE.** Decorative brilliant of crimson-red, same shade as the rose it's named after. Free bloomer, very attractive. The flowers are dark plush red, and last the longest after cutting. Each, 25c; 3 for 65c.

**MINA BURGEL.** Decorative. By far the best red decorative dahlia. A glowing most brilliant scarlet. Large flowers on long stems. We know of no better brilliant red-scarlet dahlia. Each 35c, 3 for 90c.

**POSTAGE ON DAHLIAS:**—Rates for the 1st, 2nd, 3rd and 4th zones. For each root up to including 8 roots add 3c each; nine or more roots add 2c for each root. Shipments beyond the 4th zone add 4c for each root up to including 8; nine or more roots add 4c for each root.

## Latham New—Big—Productive—Hardy

(Same as "Redpath" and "Minn. No. 4.")

A new variety originating on the Minnesota State Breeding farm. Prof. Hansen of South Dakota states: "The hardiest red raspberry of them all." Prof. Herrick of Ames, Iowa, says: "A superior raspberry in every way," and Prof. Brierly of Minnesota considers Latham "A very good variety for Minnesota." Noted for its large, firm berries. We never saw larger red raspberries. Look in picture above. Two just about fill a teaspoon. Canes very hardy and wonderfully productive. Often bears first Summer, for instance,—last Spring we set 10,000 Latham and picked over \$300 in berries, beginning in July. They were wonderful sellers at our Roadside Stand. Ripen right after the Early King and has a long fruiting season, replacing standard varieties everywhere. We recommend Latham above all other Red Raspberries. All growers in this great berry section are planting Latham in preference to all other red raspberries. They find the Latham berries so large that they bring the best prices on the market.

Besides the Extra Fancy and common sucker plants, we have some Latham Transplants (2-yr. old plants) which will bear heavily this Summer. As long as they last we offer them in 6 to 25 lots. Set Latham Transplants and pick beautiful red raspberries all this Summer and next Spring, too. For prices on Sucker and Transplants, see page 22.

## Cuthbert

An old reliable variety with remarkably strong canes. Berries very large, rich crimson, very firm and of the best, rich flavor. A very good late variety to set along with Early King. Price, \$18.00 per 1,000.

## St. Regis Everbearing

It ripens in the spring earlier than any red raspberry. It bears berries on the tips of the young shoots all Summer and Fall. These shoots bear paying crops the following spring immediately following strawberry season. The berries are medium in size, have a rich red raspberry flavor, are firm and well-colored with a deep crimson red. Price, see page 23.

For a most dependable collection of strawberries for your garden or field, see pages 16 and 17.

# - *Keith's Radio Programme* -

## Strawberries and How to Grow Them Over the Air

Keep this programme where you can readily refer to it. You will certainly need and want it later on.

You will be greatly interested in the instructive talks which we offer you over the air.

These talks are something you cannot afford to miss, for they are given to help you grow more and better strawberries as well as other small fruits. You will hear and learn a great deal about Keith's Super-Mastodon. Such topics as the following will be given:—

Preparing to Plant Mastodon.

The Universal Fruit Crop.

Quality in Plants—How to Secure It.

What Mastodon Will Do for You.

Mastodon—The Quality Everbearer.

Making Your Soil Friendly for Mastodon.

"Experience Meeting" on Strawberry Growing.

Strawberries from Blossom Time Until Winter Time.

Have your neighbors and friends come in and listen with you. If you do not have a radio, surely your neighbor would like you to come over and listen in with him.

**Please Note:** If you care to write us yourself, please mention having received our catalogue. Address your letter to Bert; you will then get our personal attention. If your neighbors want to write us, have them do so and ask for our catalogue, then we will not be getting your name in our files twice and their's not at all. Please do this.

The Broadcasting Stations from which our instructive talks will be given will be found on the other side of this sheet. Select your favorite station and tune in on the day and hour given.

# Here are the Dates and Hour When the Talks Will be Given

**KDKA,—Pittsburgh, Pa.**

(E.S.T.)

Wednesday, Jan. 16...12:20 P.M.  
Wednesday, Jan. 30...12:20 P.M.  
Wednesday, Feb. 6...12:20 P.M.  
Wednesday, Feb. 20...12:20 P.M.  
Wednesday, Feb. 27...12:20 P.M.  
Wednesday, Mar. 13...12:20 P.M.

**WJR,—Detroit, Mich.**

(E.S.T.)

Tuesday, Jan. 15...12:40 P.M.  
Tuesday, Jan. 22...12:40 P.M.  
Tuesday, Jan. 29...12:40 P.M.  
Tuesday, Feb. 12...12:40 P.M.  
Tuesday, Feb. 26...12:40 P.M.  
Tuesday, Mar. 12...12:40 P.M.

**WLW,—Cincinnati, Ohio**

(E.S.T.)

Monday, Jan. 7...1:15 P.M.  
Monday, Jan. 14...1:15 P.M.  
Monday, Jan. 28...1:15 P.M.  
Monday, Feb. 11...1:15 P.M.  
Monday, Feb. 25...1:15 P.M.

**WCCO,—Minneapolis, Minn.**

(C.S.T.)

Monday, Jan. 7...12:45 P.M.  
Monday, Jan. 14...12:45 P.M.  
Monday, Jan. 28...12:45 P.M.  
Tuesday, Feb. 12...12:45 P.M.  
Tuesday, Feb. 26...12:45 P.M.  
Tuesday, Mar. 12...12:45 P.M.

**KMOX,—St. Louis, Mo.**

(C.S.T.)

Thursday, Jan. 10...12:10 P.M.  
Thursday, Jan. 17...12:10 P.M.  
Thursday, Jan. 31...12:10 P.M.  
Thursday, Feb. 7...12:10 P.M.

**KFAB,—Lincoln, Nebr.**

(C.S.T.)

Wednesday, Jan. 16...6:30 P.M.  
Wednesday, Jan. 30...6:30 P.M.

**WLS,—Chicago, Ill.**

(C.S.T.)

Friday, Jan. 11...1:05 P.M.  
Friday, Jan. 18...1:05 P.M.  
Friday, Jan. 25...1:05 P.M.  
Friday, Feb. 1...1:05 P.M.  
Friday, Feb. 8...3:00 P.M.  
\*Saturday, Feb. 16...6:45 P.M.  
Friday, Mar. 1...1:05 P.M.  
\*Saturday, Mar. 9...6:45 P.M.  
Friday, Mar. 15...1:05 P.M.  
Friday, Mar. 22...3:00 P.M.

\*Just preceding the famous  
"National Barn Dance."



**B. H. KEITH**  
"Bud"



**B. W. KEITH**  
"Bert"

Yours respectfully,

**Bud and Bert**

*"The Strawberry Twins"*

**KEITH BROS. NURSERY**

**Sawyer, Michigan**



EXCELSA (Red Dorothy Perkins)

# Keith's Hardy Climbing Roses

**EXCELSA (Red Dorothy Perkins).** Equal to the Crimson Rambler, but free from disease and will not winter-kill. Its foliage is a glossy dark green, and remains so all summer. A remarkably fast grower, covering a porch in a very short time. Flowers in large clusters (See cut) of crimson, tipped with pink. Very double, 30 to 40 on one stem. Hardy everywhere. The greatest Rambler Red Rose. Two-year, 45c; \$1.25 for 3.

**DOROTHY PERKINS, PINK.** A brilliant climber rose. Grows 10 to 15 feet in a season. Does not winter-kill. Flowers very double, shell pink in large clusters of 30 or 40 covering the bush for a long time in spring. Rapid grower. Resembles Excelsa very much. (See cut.) Two-year, 45c; \$1.25 for 3; three-year, 65c; \$1.75 for 3.

**DOROTHY PERKINS, WHITE.** A pure white climbing rose, very rapid grower; foliage dark green and showy. Flowers clear white, borne in great clusters. Absolutely hardy under all conditions. There is no better showy, climbing rose. Two-year, 50c; \$1.40 for 3.

**PAUL'S SCARLET CLIMBER.** A new, hardy, climbing, scarlet red rose. Awarded the gold medal by the National Rose Society for its beauty, long blooming period and hardiness. Paul's Scarlet Climber is one becoming the most popular climbing rose and your rose collection isn't complete without it. It is a mass of scarlet roses at blooming time which lasts from two to four weeks (See picture at right). Price, two-year plants, 60c; \$1.50 for 3; \$4.50 for 10.

**GARDENIA, YELLOW RAMBLER.** This climbing yellow rose is a sister to Dorothy Perkins. The foliage is dark green, disease free. Buds golden yellow, very attractive. A very dependable climbing rose. Price, two year plants, 50 each; \$1.40 for 3; \$4.00 per 10.



PAUL'S SCARLET CLIMBER

## -VINES-

**HALL'S JAPAN SWEET-SCENTED HONEYSUCKLE (Vine).** Rapid grower; very hardy, does well in partial shade. Leaves waxy, dark green, hanging on all winter. Flowers very fragrant, first white, then turning creamy yellow. Two-year, 40c each; 3 for \$1.00. One-year layer plants, a good buy, 15c each; 5 for 50c. Will grow 10 to 12-ft. vines first year.

**CLEMATIS PANICULATA (Sweet-scented Japan Clematis).** Good climber, fast, dense grower. Flowers medium size, very fragrant, pure white in immense clusters. Blossoms in August and September. Price, two year vines, 50c; 3 for \$1.35.

**TRUMPET VINE.** A twining vine, fine for trellis or pergolas. Flowers long, trumpet shape, in clusters. Will climb to great height. Price, 50c each; 3 for \$1.35.



MARY WALLACE

**DR. W. VAN FLEET.** Shell Pink. An unusually beautiful hardy climbing rose. Flowers as beautiful as the finest Everblooming Tea Roses, borne on long stems most suitable for cut flowers. Blooms for three weeks. Undoubtedly one of the most beautiful and best climbing roses. If you like roses, you will fall in love with Dr. W. Van Fleet. Price, 2-yr., 75c; 3 for \$2.00.

**MARY WALLACE.** Vivid pink unknown before in climbing roses. Flowers very fragrant, and like Dr. W. Van Fleet, it is as beautiful as any Everblooming Tea Rose—large, bright pink, "illumed with shining gold", cup-shaped lasting, early. If you want roses as beautiful as greenhouse, Everblooming or any other rose, get Mary Wallace. There is none Better (See picture at left). Price, 75c each; 3 for \$2.00.

## Ornamental Shrubs and Flowers

**JAPANESE BARBERRY.** Much used for hedges along walks, etc. Grows 18 to 24 inches high. Leaves dark attractive green, turning to a showy fire-red in Fall. Hardy, rapid grower, free from disease. 2-year Bushes for only 25c each.

**NEW RED-LEAVED JAPANESE BARBERRY.** Similar in all respects to the common Japanese Barberry mentioned above, but its leaves are of rich, bronzy red, becoming more brilliant. In the late Summer and Fall it is simply gorgeous. Per bush, 75c; 3 for \$1.90; 10 for \$6.00.



HYDRANGIA (Large-Flowered)

**SPIREA VAN HOUTTE.** Often called "Bridal Wreath." The best of all spireas, masses of white flowers all over the drooping branches in June. Two-year, well-developed, 40c; 3 for \$1.00; 10 for \$3.00. Older bushes quoted on application.

**GOLDEN BELL.** Blooms earliest of all shrubs in Spring. Clusters of yellow bell-shaped flowers up and down stems, making bush appear like a yellow in flowers. Showy for early Spring flowers. Extra large 3-year bushes, 50c each; 3 for \$1.35.

**SPIREA BILLIARDII.** Has long, plume-like rose pink flower clusters at tip of shoots. Blooms nearly all summer. Used for cut flowers or decorating. Grows 3 to 4 ft. high; makes a fine hedge. Thrives well everywhere. Bushes that will bloom this Summer (See picture at right). Three-year, fine bushes, 2-3 ft. tall, only 50c; 3 for \$1.25; 10 for \$3.50.

**DEUTZIA CRENATA.** A beautiful double white flowered shrub flushed with pink. The dainty bell-shaped flowers appear thickly along the branches in June. A beautiful shrub much used. Grows 5 feet high. Two-year, 40c each; 3 for \$1.00.

**HYDRANGIA (Large Flowered).** One of the few shrubs that bloom in August and the flower clusters remain on until snow comes. First they are snowy white, then turn to pink, then to reddish bronze, and will retain their color all winter in bouquets in your home. You would have to pay twice what we ask for plants like these if purchased from agents or dealers. Buy direct from us and save money (See picture at left). Price, 2-year plants, 50c; 3 for \$1.35; 10 for \$4.00. 3-year plants, 75c; 5 for \$1.90; 10 for \$6.00. Our 3-year plants will blossom this year.



SPIREA BILLIARDII

**ALTHEA (Purple).** Known as Rose of Sharon. One of the few flowers that bloom in August. Upright in growth, 4 to 5 feet, making a showy plant. Fine for hedge planting. Two-year plants, 50c each; 3 for \$1.25.

## HEDGE PLANTS

**ARMOR RIVER PRIVET.** Hardy Northern Privet. Stands northern winters. Most used everywhere for hedges. Two-year bushes, 15c each; 3 for 40c; 10 for \$1.00.

**LODENSE PRIVET.** A new hedge plant much like the common privet but growing only 12 inches high. A very pretty dense hedge plant for a long walk, drives, etc. Two-year plants, 45c each, 3 for \$1.00.

**JAPANESE BARBERRY — (See above).**

## N-O-T-I-C-E-!

We send out thousands of catalogues every year to our friends and customers, and we are just human enough to hope every one will bring us an order; therefore, if you do not wish to send in an order, whether large or small, for some of our plants, will you please hand this catalogue to a friend or neighbor who is interested? Hundreds of our customers remember us in this way and we hope you will be one of them. Printed words can't express our appreciations for these kind, thoughtful acts.

Should you wish a catalogue sent to a friend or neighbor who is interested in getting some of the plants, you know we would be very glad to please you and them too. Send along their names and addresses and we will try to repay the favor in some way.



# 1 You Are Protected by Our Guarantee!



B. H. Keith

B. W. Keith

"THE STRAWBERRY TWINS"

WE GUARANTEE our plants to reach you in good growing condition and will replace any that do not, providing you send us at once your express receipt and a signed statement from your express agent showing the loss or damage to plants.

Furthermore, we guarantee our plants to live and grow and will replace FREE any that do not through any fault of ours or the plants, providing the customer pays transportation charges on new shipment and sends in complaint before August first of the year in which plants were purchased.

Furthermore, we guarantee our plants to be first-class in every way, true-to-name, and free from injurious diseases and insects. They are State inspected.

# 2 You Are Protected by State Inspection!



Every year State Inspectors go over our fields very thoroughly and grant us the right (See Certificate at right) to sell our plants if they are found worthy. In the picture at the left you will see Mr. Mandenberg, our State Inspector, on the right end of the "gang." Isn't he a "big boy?" Certainly makes us toe the mark. On the left is Dr. Bennett, national authority on Raspberry diseases. The other boys are deputy inspectors.

## MICHIGAN STATE DEPARTMENT OF AGRICULTURE ORCHARD AND NURSERY INSPECTION

Certificate of Nursery Inspection. No. 2382  
THIS IS TO CERTIFY that the Nursery Stock of Keith Bros. Nursery, Sawyer, Michigan, has been examined and found to be apparently free from dangerous insects and dangerously contagious tree and plant diseases.

This certificate to be void after Sept. 15, 1929.

HERBERT E. POWELL, Commissioner.

E. C. Mandenberg, In Charge of Orchard and Nursery Inspection.

Bureau of Agricultural Industry, A. C. Carton, Director.

Lansing, Mich., Aug. 29, 1928.

# 3 You Are Protected by Careful Packing!

We are always on the lookout for the best interests of our customers. We do everything possible to have our New-Land plants reach you in good condition. From the time a plant is taken from the ground it is protected so that its roots do not become dry. The plants are packed in wire-bound crates with a special moss (See pictures below) placed around their roots to keep them damp until they reach their destination.

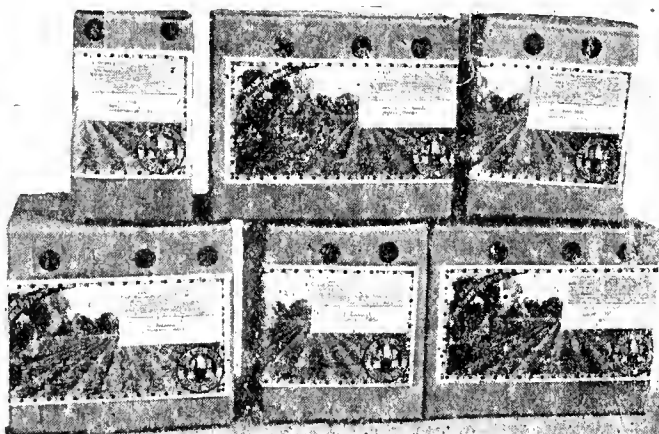
## OUR NEW METHOD *A Wonderful Success*

In small orders our strawberry plants are shipped to you in ventilated corrugated fiber boxes with their roots surrounded with damp moss protected by wax paper. This is our new method and it is giving wonderful results. In this new package, we have shipped plants to friends in Florida also California and without unpacking this package, they sent the box back and the plants returned to us in good condition. Last season was the first we used this method and it gave such good results we are using it again this Spring. It gets plants to you in tip-top shape.

The larger orders are shipped in wire-bound crates, made especially for us. It has taken us four years to work out this, especially constructed crate and it certainly gets quality plants to customers in a fresh, fine condition. In these special crates, the roots of the plants are packed in damp moss, but the tops are exposed to air so they do not heat. We get them to you as near as possible like they grew in our nursery only the roots are embedded in moss instead of soil.



Keith Bros. Special Method of Packing Their New-Land Plants. Note the Use of a Special Moss Over Roots Which Prevents Drying Out. We Go Away up in Wisconsin to Get This Special Moss.



They Get Plants to You in Tip-Top Shape



Different Sizes of Wire-Bound Crates Used. These Crates Can't Be Broken Open in Transit.



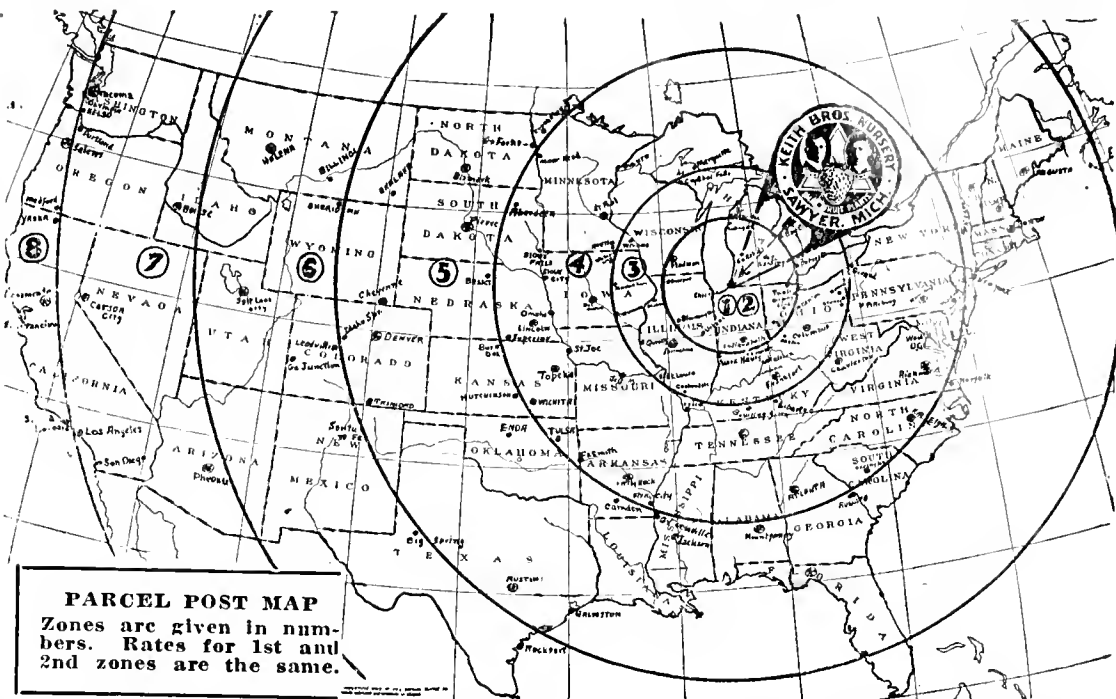
# PARCEL POST SHIPMENTS

Plants you order can be sent you by Parcel Post and come right to your home. Determine what Zone you are in from the Map, and by referring to the table below, you can easily find the postage you should add to the cost of the plants to have them come by Parcel Post. Express rates are cheaper than parcel post on 500 or more strawberry plants outside 4th zone.

The estimated weight of different plants will be found after each variety in the Price List at the bottom on this page. The weight of six shrubs should be figured at 6 pounds,—six Rose bushes as 4 pounds. Postage on Dahlia roots found at bottom page 20; on Gladioli bulbs at bottom page 19.

Figure Parcel Post Charges from This Chart

Your Zone	Weight of Plants	No. to Multiply Weight by	The Number to Add
1-2		1	Add 6
3		2	" 6
4		4	" 4
5		6	" 3
6		8	" 2
7		10	" 2
8		12	" 1



The following states are wholly within the indicated zones from Sawyer, Mich.: Connecticut, 5; Louisiana, 5; New Hampshire, 5; Tennessee, 4; Canada, 8; District of Columbia, 4; Massachusetts, 5; Rhode Island, 5; Vermont, 5.

## How to Figure Postage

**EXAMPLE:**—First find what zone you are in from Sawyer, Mich., our Post Office; if you live in the 3rd zone and the plants you order weigh 4 pounds figure the postage this way,—4 pounds times 2 (the figure in the 3rd zone line) gives 8, and to this add 6 making 14c.

Suppose you lived in the 5th zone and your plants weighed 12 pounds, the postage would be 12x6 is 72, add 3, makes 75c.

Fractions of a pound are figured as a pound. For instance,—2½ pounds is figured as 3 pounds, 5¼ pounds as 6 pounds,—10¾ as 11,—8¼ as 9, etc.

Suppose your plants weighed 8¼ pounds and you lived in the 4th zone, the weight would be figured as 9 pounds. By referring to the table above note, you multiply the 9 pounds by 4 add 4 making 40c, thus 9x4 is 36 plus 4 makes 40c.

## EXTRA SPECIAL SUPER-MASTODON - - 50c

Those who wish personally selected Super-Mastodon plants, can secure them at a very little extra cost. These Extra Special Super-Mastodon plants cost only 50c per hundred extra, or more than prices given below in 1929 price list. For 25 plants add 13c extra, and for 50 plants 25c extra.

Read carefully and use special yellow order blank found stitched between pages 4 and 5 in this catalog.

## Information for Customers

**SHIPPING SEASON.** Last of March, sometimes earlier, to the last of May, depending upon weather conditions. Owing to the growth plants begin to take on about May 1st we ask all, who can, to have plants shipped by that time or shortly after. Strawberry plant orders shipped after May 15th travel at customer's risk. We guarantee safe arrival on all before these dates.

**SAFE ARRIVAL, LOSS OR DAMAGE.** We guarantee safe arrival of plants but do not hold ourselves responsible for negligence or rough handling on the part of the transportation company. We will gladly refile orders to the extent of damage or loss providing customer sends a signed statement at once from his Express Agent as to the condition or loss of plants upon arrival. Parcel Post shipments should be insured.

**HOW AND WHEN TO ORDER:**—Use the Order Blank found in the Catalogue and send in your order as soon as possible after the catalogue reaches you.

PLANTS REQUIRED PER ACRE:—		Plants	
Strawberries (for field)	.....3¼ x 1½ ft.	7,900	
Strawberries (for garden)	.....2½ x 1½ ft.	8,300	
Everbearing Strawberries (for field)	.....3 x 1½ ft.	11,000	
Everbearing Strawberries (for garden)	.....2½ x 1½ ft.	13,200	
Black Raspberries	.....7 x 3½ ft.	1,800	
Red Raspberries	.....6 x 3 ft.	2,400	
Blackberries	.....7 x 3½ ft.	1,800	
Grapes (light soils)	.....8 x 10 ft.	540	
Grapes (heavy soils)	.....9 x 12 ft.	403	

**REFERENCE:**—Union Banking Co., St. Joseph, Mich.; E. K. Warren & Co., Bankers, Three Oaks, Mich.; Postmaster or Express Agent, Sawyer, Mich.

# PRICE LIST for Spring 1929—

On Orders of \$5.00 or more received before March 15th, we allow 5% discount—500 or more of one variety at 1000 rates—Orders for less than \$1.00 will not be booked unless 10c additional be added to the order.

STRAWBERRIES		Weight per 100	Each	Per 6	Per 12	Per 25	Per 50	Per 100	Per 200	Per 300	Per 400	Per 1000
Aroma	.....	4 lbs.				\$0.40	\$0.65	\$1.15	\$1.75	\$2.50	\$2.90	\$6.50
Cooper	.....	5 lbs.				.50	.75	1.25	2.00	2.65	3.25	7.00
Dr. Burrill	.....	3 lbs.				.30	.45	.75	1.20	1.60	2.00	4.50
Gibson	.....	4 lbs.				.30	.45	.75	1.25	1.70	2.10	4.75
Pearl	.....	4 lbs.				.50	.75	1.25	2.00	2.65	3.25	7.00
Premier	.....	4 lbs.				.40	.65	1.15	1.75	2.50	2.90	6.50
Sen. Dunlap	.....	3 lbs.				.30	.45	.75	1.20	1.60	2.00	4.50
EVERBEARING												
Mastodon	.....	6 lbs.				1.00	1.85	3.00	5.25	7.00	9.00	20.00
Champion	.....	4 lbs.				.90	1.40	2.50	4.00	5.50	6.70	15.00
RED RASPBERRIES		Weight per 25										
Early King	.....	3 lbs.				1.20	1.65	3.00	4.75	6.50	7.60	18.00
Cuthbert	.....	3 lbs.				1.20	1.65	3.00	4.75	6.50	7.60	18.00
Latham 1-yr. Extra Fancy sucker plants	.....	3 lbs.			\$1.35	2.50	4.00	6.90	12.25	14.50	17.50	40.00
Latham 1-yr. Common sucker plants	.....	3 lbs.			1.00	2.00	3.50	5.50	10.00	12.00	16.00	30.00
Latham 2-yr. root cuttings	.....	4 lbs.		\$1.10	2.00	3.75						
St. Regis (Everbearing)	.....	2 lbs.			.75	1.25	2.10	3.75	6.50	9.00	11.00	25.00
BLACK RASPBERRIES												
Cumberland	.....	4 lbs.				1.25	1.85	3.25	5.25	7.00	9.00	20.00
BLACKBERRIES												
Eldorado 1-yr.	.....	3 lbs.				1.25	1.75	3.00	4.75	6.50	7.60	18.00
Alfred 1-yr. Extra Fancy	.....	3 lbs.			1.65	3.00	4.75	8.00	12.00	15.50	18.50	45.00
Alfred 1-yr. Common	.....	4 lbs.			1.35	2.25	3.75	6.50	11.00	14.00	17.00	35.00
DEWBERRIES												
Lucretia	.....	4 lbs.			.75	1.25	1.75	3.00	4.75	6.50	7.60	18.00
ASPARAGUS												
Palmetto 1-yr.	.....	2 lbs.			.30	.50	.80	1.40	2.10	2.90	3.50	8.00
Palmetto 2-yr.	.....	3 lbs.			.40	.60	1.00	1.70	2.65	3.60	4.10	10.00
Martha Washington 1-yr.	.....	2 lbs.			.40	.60	1.00	1.70	2.65	3.60	4.10	10.00
Martha Washington 2-yr.	.....	3 lbs.			.70	1.00	1.40	2.50	4.00	5.50	6.70	15.00
GRAPES												
Concord 1-yr.	.....	6 lbs.	\$0.15	\$0.50	.75	1.25	2.00	3.50	6.50	8.75	10.00	20.00
Concord 2-yr.	.....	8 lbs.	.20	.75	1.25	2.00	3.15	6.00	9.85	12.85	15.60	35.00
Concord 3-yr.	.....	9 lbs.	.35	1.10	2.00	3.50	5.00	8.00	14.00	18.00	23.00	50.00
Niagara 1-yr.	.....	6 lbs.	.25	.75	1.25	2.10	3.50	6.90	10.75	14.50	17.50	40.00
Niagara 2-yr.	.....	8 lbs.	.35	1.10	2.00	3.75	5.50	10.00	16.00	22.00	26.75	60.00
Moore's Early 1-yr.	.....	6 lbs.	.20	.75	1.35	2.10	3.50	6.90	10.75	14.50	17.50	40.00
Moore's Early 2-yr.	.....	8 lbs.	.30	1.10	2.00	3.75	5.50	10.00	16.00	22.00	26.75	60.00
Brighton 2-yr.	.....	8 lbs.	.35	2.00	3.75	7.00	12.00					

# STRAWBERRIES <sup>AND</sup> SNOW

*Nothing But Freezing Weather Stops Keith's Super-Mastodon*



## *Picking Mastodon at Our Nursery After Snow Fall*

(The Large Sign Is One of Those We Have to Direct Buyers to Our Roadside Stand)

**K**EITH'S SUPER-MASTODON is surely a "full-blooded" everbearing strawberry. It is always bearing. Nothing stops it but freezing weather.

**Set the Plants in the Spring (April or May):—**

1. Pick berries in 90 days (July or August).
2. Pick berries until freezing weather (November).
3. Pick berries next Spring (May and June) like any strawberry.
4. Pick berries second Summer.
5. Pick berries until freezing weather (November, second Fall).
6. With good care they can be made to bear another year or so.



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